Sock Pre-Xmas Slump With Thanksgiving Parade! Start Now!

OCT. 5-11! PROSPERITY!

Publix Opinion

The Official Voice of Publix

OCT. 5-11! PROSPERITY!

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MR. KATZ ISSUES FIRST WARNING ON ANNUAL PRE-CHRISTMAS SLUMP

THANKSGIVING DAY PARADE FIRST SHOT IN SLUMP FIGHT

Following closely upon Mr. Katz's advance warning on the dangerous pre-Christmas slump period, Publix Opinion is calling final attention to the Thanksgiving Day Parade Idea as the most effective means of starting the anti-slump campaign off with a bang.

First mention of this plan was made in Publix Opinion, Week of December 6, 1929, Page 8, with the injunction that it be remembered and put into effect on the following year. A second reminder story was run in the issue of July 18, 1930, page 7, allowing four months to work out the details and make preliminary preparations for the plan. Now we're calling your attention to it for the last time. If you don't cash in on this idea, you'll be passing up one of the most effective ways of boosting your pre-Christmas business and will be deliberately disregarding Mr. Katz' orders on the subject.

Get out your Bound Volume and your back files and look .these. stories up at once! READ EVERY WORD OF THEM! If you haven't done anything about it as yet, START TODAY! Make up your list of merchants, civic officials and chamber of commerce heads whom you are to call on and sell on this idea. There'll be plenty of stalling and postponing—which is to be expected. For this reason, it is essential that you start working on them AT ONCE. With .constant nudging and prompting, you will have them all lined up in time to put on the big parade with the most effective results on Thanksgiving Day.

The idea originated from a monstrous parade staged last year by Macy's Department

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CONFIDENCE!

Paramount Publix stockholders on September 5th numbered 18,200, as against 16,486 on June 6th and 13,731 on March 7th—striking evidence of the confidence of the public in Paramount Publix, the industry's leader!

KEEP FIGURES OUT OF ALL PUBLICATIONS

'I want to add emphasis to the statement made by Messrs. Botsford and Young in a recent issue of Publix Opinion, as to inadvisability of publication in any medium whatsoever of cost figures, whether they pertain to the remodelling of a theatre, the construction of a

(*Continued on Page Two*)

PROSPERITY WEEK IS HERE!

On Oct. 5th, Paramount Publix celebrates Prosperity Week. The curtain is about to rise upon a short, snappy, concerted push to definitely register upon the consciousness of the nation, the fact that Paramount Publix stands for Prosperity. Those Publix showmen who will follow Mr. Katz' instructions and throw themselves wholeheartedly into this movement will bring important benefits to themselves, their theatres, company, community and their country at large. As usual, their efforts will be closely watched by their seniors. Here's your chance, boys! Don't muff it!

PATRONS GO FOR SELF-RECORDING

Reports by Max Schosberg, in charge of Publix by-product lobby sales, and Division Director Milton H. Feld, indicate that the Melograph, machine which permits theatre patrons to make records of their voices, has been enormously profitable in New York houses.

CHICAGO PRESS INCREASES FREE THEATRE SPACE TO AID STEADY ADVERTISERS

Realization that support of advertisers will be reflected profitably in their balance sheets for the year has prompted all Chicago daily newspapers to open their pages to Publix theatres wider than ever before. This was not done, however, until the publishers were shown how such co-operation would prove profitable in cold cash.

Making a tour of all Chicago newspapers, William K. Hollander and W. H. Pine of the Publix-Balaban & Katz advertising department recently discussed this question with the owners, editors and business managers of each paper. They pointed out that although theatres, which advertise 365 days in the year, suffer the ups and downs of general business trends in common with other industries, they remain constant supporters of the newspapers, cutting down on all other forms of advertising to do so.

On the other hand, night football, night baseball, Tom Thumb

(*Continued on Page Two*)

VOGUE COPIED FROM SCREEN!

Additional proof of the value and high standing of the Vogue Fashion Films in the world of style is found in the report of the Theatre Service Corporation that style scouts in the employ of large manufacturers and retailers have been found sketching the costumes on Vogue models as they appeared on the screen at the New York Paramount.

In view of the fact that this procedure has been followed since the films have first been shown in New York, the news value and authority of these films is established not only among women patrons of theatres, but also among the leading mercantile establishments in the industry.

This is a clear indication that in Vogue Style Films theatres actually have a box-office feature that can be sold to patrons through newspaper space and lobby displays.

ALL EXTRA COSTS TO BE CUT; ANTI-SLUMP EFFORT ORDERED

Although speaking almost 60 days in advance of the actual execution of his plan, Mr. Katz last week directed the attention of his Executive Cabinet to the month of December of this year as a particularly powerful opposition period.

From the 26th day of November until after the first week of January, Mr. Katz directed that every possible penny of expenditure that can safely be eliminated, be lopped from circuit and Home Office expense figures. He also recommended the elimination of any costly merchandising methods or other expensive activity in theatres.

The second phase of his plan consists of repetition and improvement of the Anti Christmas-slump campaign, carried in Publix Opinion from September of last year through the following February. At that time Publix Opinion not only laid out an effective campaign that proved successful for selling tickets without spending any money, but also published many specimens of successfully executed phases of that campaign.

In addition, at the conclusion of the campaign, Publix Opinion asked theatre managers to send in their complete campaigns, including trailer copy, poster copy, newspaper ads and newspaper publicity. Out of the then 900 theatres, about one hundred complied with that request. Each of the campaigns received, detailing activity in the December Drive, had many good points. Several contained from thirty to forty special activities, each of which was successful. These campaigns are available now in manual form, and will be immediately distributed to the theatres, and supplemented as much as possible by current issues of Publix Opinion.

See Thanksgiving Day Parade story in another column on this page!

MANUAL ISSUED FOR DISTRICT MANAGERS

To clarify fine points of policy and procedure, and to co-ordinate executive management throughout the circuit, a District Managers' Manual on Publix Theatre Management has just come off the press. The volumes, numbered and carefully invoiced to make sure they remain only in authorized hands, are being sent out to district and division managers, division directors and Home Office department heads.

The manual, compiled and edited by John F. Barry, Director of Personnel, represents the accumulated successful methods, experience and effort of all Publix. Carefully scrutinized by Mr. Katz before its final printing, it elicited from him the following statement:

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Manager Weds To Please Associate

Fervent thanks for the spirit of co-operation which exists between Publix managers are being offered up by Manager L. E. Davidson of the Paramount, Cedar Rapids, Iowa.

With all plans laid for a stage wedding, all tie-ups completed and all publicity released, fortunately with the name of the prospective bride and groom withheld, Davidson's couple had a spat and decided not to get married at all, much less on the stage of the Paramount Theatre.

Frantic efforts to secure another couple were fruitless, until in his extremity Davidson remembered that M. H. Nicol, manager of the Palace in Waterloo, was contemplating marriage. A long distance call revealed the fact that Nicol's wedding date was still three months away, but some intense supplication convinced him that a change in play dates should be arranged. It was!

TWO WOWS!

Two Publix theatres wowed Broadway in no uncertain manner last week when Eddie Cantor in "Whoopee" opened at the Rivoli Tuesday evening and Gloria Swanson opened at the Rialto in "What A Widow" this morning.

At the Rivoli, the customers heed, hawed, giggled, chortled, chuckled, roared, gasped and wheezed as Eddie went through his antics. A box-office dreadnaught.

At the Rialto, if early signs are any indication, that famous House of Hits will live up to its reputation on the latest Swanson classic. A sure money maker!

LOCAL COMMUNITY PARADE WILL HASTEN XMAS BUYING

(*Continued from Page One*)

store on Broadway that sold 3,000,000 spectators and 20,000,000 word-of-mouth recipients the idea that the Christmas shopping season was at its best on the day after Thanksgiving. The parade of giant sized toys was just a means of sensationally putting over this idea.

There is no reason why a similar parade supported by ALL merchants in town cannot be promoted wherever there is a Publix theatre. The attractive advantages to merchants are obvious. As far as the theatre is concerned, if the shopping season can be moved up from Dec. 15th to Dec. 1, that will increase the theatre business during those extra two weeks when people are down town. It will leave the public time to go to your theatre during those last two terrible weeks before Christmas. Marching sections of properly placarded usher squads in the parade, each announcing a different one of your Big Pre-Christmas Shows, will do the trick.

Be sure to let the business managers and editors of your newspapers, merchants and chambers of commerce do all the promoting work. All YOU do is to suggest the idea and keep prodding them until they put it into effect. You pay for NOTHING! The details are all contained in the two Publix Opinion articles mentioned in this story. Read them carefully and GET TO WORK NOW!

Publix Opinion would like to prominently publish the names of all theatre and advertising managers who write in to say that they took this tip. Messrs. Katz, Dembow, Chatkin, Botsford and other Home Office executives will be glad to know just who are the progressive showmen of Publix that never pass up an aid to their box offices.

CHICAGO PAPERS OPEN TO PUBLIX

(*Continued from Page One*)

golf courses and other forms of competitive amusement receive publicity equal to that accorded the theatres, in the newspapers, without contributing anything to the support of the papers, thereby weakening the position of regular advertisers.

As a result of these conferences, which were held only in behalf of Publix Theatres, and individually with each newspaper, all of the six daily newspapers of Chicago agreed to increase their support of the theatres, and give no support to opposition amusements which contribute in no way to support of the newspapers.

The immediate result of this move was an increase in theatre attendance, won from opposition which had been getting its advertising free of cost.

POPULAR TUNES FOR OCT. 7th BROADCAST

Life on a cannibal island as interpreted in music by Victor Herbert and Walter Donaldson will share honors with a cycle of songs by Vincent Youmans on this week's program at the Paramount Publix Playhouse to be broadcast over the Columbia Chain, Tuesday, October 7, 10:15 to 11:00 P. M. (E.S.T.).

Other features will be selections from the motion pictures "The Vagabond King" and "The Love Parade," and an organ solo by Jesse Crawford. Jerry "Closeup" Madison will continue his lively gossip about motion picture personalities.

The complete program:
Overture—Cycle of Vincent Youman's Songs
A Romantic Short—*"Dream Lover"*
TENOR SOLO
A Melodic Scenic—On a Cannibal Isle
A Special Selection of Cannibal Songs and Dances
VICTOR HERBERT and WALTER DONALDSON
The Musical Newsreel
Organ Solo—"Ah, Sweet Mystery of Life"
JESSE CRAWFORD
Gossip About the Screen Stars,
JERRY MADISON
Musical selections from the motion picture
"THE VAGABOND KING"
Presentation:
"HEADS UP"

KEEP FIGURES OUT OF PRESS

(*Continued from Page One*)

new theatre, or an attraction," Mr. Sam Katz told members of his Executive Cabinet last week.

"Show business has always been prone to boast, notably about seating capacities and costs. Because of this, inequitable and inflated tax burdens have followed.

"In the first place, the use of figures or of the dollar sign is not only poor taste in a majority of instances, but means absolutely nothing at the box-office as well.

"The important thing to the patron is not the fact that a certain improvement or project cost a certain sum, but that it has been accomplished. Patrons are interested in ends, not means.

"I want this kept in mind by everyone in the organization, at all times."

Century Theatre, Jackson, Miss., re-opened October 1st, with A. M. Jacob, former manager, in charge. Jacob will be succeeded at the Istrione, Jackson, by Clarence Kramer, from the Capitol, Monroe, La. Tom Fortenberry, from the Managers' Training School, assumes management of the Capitol.

Publix Brainpower

is your bread and butter!

The combined ideas of more than 1500 showmen, passed from man to man through the medium of advertising manuals, press books, district meetings, and the pages of

PUBLIX OPINION

have created what the amusement world knows as Publix Showmanship. Such showmanship has meant the phenomenal growth of Publix and the security of every one of us!

WHAT are you contributing to the ideal of Publix Showmanship? What principles of merchandising, exploitation, presentation, management do you put into practice? How good are you?

Publix Opinion wants to know so it can tell it to all showmen on the Publix payroll. It wants every manager and publicity man to profit from YOUR success! And it wants to give you the credit you deserve for originality, for astuteness, for GOOD SHOWMANSHIP!

Tell it to

PUBLIX OPINION

Four Marxes Get 388 Laughs

Independent check-up conducted by "Variety" on the number of laughs in "Animal Crackers," which it has consistently been plugging as the funniest picture of the year, has revealed that there are 388 in the film, averaging just short of four laughs per minute.

Check-up was probably inspired by current trade-paper advertising of another comedy release, featuring laughs clocked during an actual audience showing.

"Animal Crackers" was also checked at an audience showing, at the Rialto, New York. Of the 388 laughs, 301 were on spoken gags and the remainder on situations.

Only 22 comedy attempts, mostly spoken, missed fire, with "Variety" giving as the probable reason the overlapping of previous laughs which drowned them out, or the exhausted state of the audience from previous laughs from which they had not had time to recover. Picture's batting average, "Variety" avers, is .946.

MANUAL ISSUED FOR DISTRICT MANAGERS

(*Continued from Page One*)

"This book is the finest contribution to intelligent and effective showmanship that I have ever seen. It is a power for enormous good, not only in Publix but throughout the industry, by reason of the example we set through its use."

In a foreword to the manual, Mr. Katz explained that its purpose is not to stereotype operations or to limit individual thought but to make supervision by District Managers more thorough and complete. Because this foreword, in a few short paragraphs, throws such illuminating light on the principles underlying theatre operation, Publix Opinion is reprinting it herewith. It is as follows:

"The purpose of this manual is to help make supervision by District Managers more thorough and more complete. Besides, it will serve as a ready reference for information which District Managers use regularly in their work.

"The District Manager is the representative of every Home Office department. This manual will keep before District Managers definite instruction, regarding routines to be followed as required by the different Home Office departments, and explain services available from each department.

"It is understood that no attempt is made here to stereotype operations or to limit individual thought. Every theatre has its own problems. However, there are general principles which, from the very nature of the business, will always apply. Besides, there are standard practices mentioned in these pages with which you as District Managers are familiar. However, I realize that the soundest theory must at times give way to practical expediency in unusual circumstances.

"It is impossible to set down in print any set of rules for the spirit of operation. The ingenuity, the originality, the knack of capitalizing on timely opportunities, and the personality factors which distinguish the exceptional operation from that which is merely 'routine perfect,' depend on the individual. However, the reminders given here can, by emphasizing possibilities, serve as a stimulus.

"We know that emphasis is placed on detail. This is done advisedly. Perfection in detail is generally an indication of the well operated theatre. Besides, all details mentioned in these pages have some influence on profit. Aimless, haphazard supervision that omits detail is not what we want.

"The material gathered in the following pages and prepared for your guidance is the result of twenty-five years of accumulated experiences of my associates and myself. This material was put down not for casual perusal on your part, but for careful study and daily guidance. I shall not be satisfied that this manual is receiving proper attention until you have digested every single word and will feel fully prepared to answer any question I may direct to you regarding its contents. I want this manual to serve as a constant reminder to District Managers of all that is involved in their assignment."

Miniature Mountain in Promenade Is Show Ad

What was once a goldfish pool in the promenade of the Chicago Theatre now houses a miniature mountain-side, skirted by a toy railway, carefully worked out in scale and detail. A "twenty-four sheet" on the mountain plugs coming attractions.

Stunt was suggested by Manager Roy Bruder and worked out by "Pie" Tracey, veteran property man of the Chicago stage.

GET AFTER THOSE KID CUSTOMERS NOW!

EXPLOITATION INTRODUCED IN JERSEY

Cities included in the former Reade circuit in New Jersey are now receiving their baptism of effective exploitation, something unknown before Publix took over these operations. Spurred on by Bunny Bryan, publicity director of this group of houses, the individual managers are expending every effort in the direction of worthwhile tie-ups. Their task is even more difficult by reason of the fact that they are pioneers, doing something which has never been done before in their situations.

Much of their activity, naturally, is in connection with institutional Paramount Publix publicity, introducing the organization and the things for which it stands to New Jersey theatre-goers. In Asbury Park, Manager R. K. Stonebrook of the Paramount Theatre seized the promotion of his assistant to a managership as an opportunity to plant a half-column newspaper story on Publix' "promotion from within" policy.

Exploitation of short subjects, also something unknown before, has been effectively introduced. Tie-up of Stonebrook with an Asbury Park dancing school on a Paramount "Kiddie Revue" short had the school running several display ads suggesting that fathers and mothers see the short, then have their children trained to do equally clever dancing.

Merchant Tie-ups

Efforts of Bob Jonnasson of the Mayfair, Asbury Park, have been directed toward merchant tie-ups, with much missionary work necessary to convince merchants of benefits which would accrue to them. His success was shown during the engagement of "Follow Thru," when he had a prominent window in Steinbach's, largest department store in any Eastern resort city, and the first they had ever given a theatre. Jonnasson also had music and sporting goods windows on the picture.

Two parades, the first in connection with a theatre to be pulled in Asbury Park, featured the exploitation of Manager Irwin Solomon of the St. James on "All Quiet." American Legion Drum & Bugle Corps attended a special Saturday midnight show prior to the Sunday opening, parading to the theatre, and garnering enough attention en route to make the special show turn in several hundred dollars profit. Photo and story on the parade which occupied three columns in the morning paper is reproduced on this page. Solomon followed thru by inviting the Veterans of Foreign Wars to see the picture, and they paraded to the theatre headed by their band.

"Good News"

Solomon went after "Good News" with a bang. He promoted two cooperative pages in the Asbury Park Press, obtained a number of windows, promoted several thousand heralds, got the Municipal Casino orchestra to feature "Good News" numbers, with announcements, in their concerts for a week in advance, and staged a "Good News" series of dance contests. Casino paid for three "Good News" display ads.

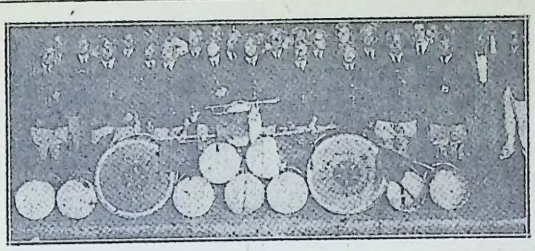
Rialto, Asbury Park third-run house, is managed by Edgar Goth, who is necessarily limited as to advertising expenses, but makes his campaigns effective by increased exploitational activity. On "Rain or Shine," Goth promoted a number of umbrellas, had suitable copy painted on them, and planted them on five downtown newsstands.

On "Follow Thru," Tommy Phelan, manager of the Strand in Long Branch, installed a miniature golf course in his lobby, and offered a guest ticket to anyone making a certain difficult hole in one.

NEW JERSEY NEW TO PARADES!

Citizens of Asbury Park, N. J., learned about "Publix parades" when "All Quiet" played the St. James Theatre. Manager Irwin Solomon promoted two parades on the picture, first to occur in connection with a theatre in the city. This photo and caption occupied three columns in the Press the morning after the first parade. An "interview" with Solomon gave Paramount Publix an institutional plug, in addition to the publicity on the picture.

Legionnaires Bringing Music Into "All Quiet"



...ardwalk Photo Service

Passersby on Cookman avenue were treated to a parade and concert given by the American Legion post 24 bugle and drum corps on their way with many of their comrades and their wives to see a midnight performance of "All Quiet on The Western Front" at the St. James. The parade was organized by Post Commander Clarence Chamberlain and Manager Irwin Solomon of the Publix St. James.

"It is the policy of the Paramount Publix corporation to, whenever possible, c operation and extend every courtesy to any lodge organization, which might have a special interest in any of our attractions," the manager said. "Because of the stark reality and action in 'All Quiet' we felt that the Legionnaires would be interested in seeing it. We are now planning to have the members of the local Veterans of Foreign Wars see 'All Quiet on The Western Front.' It is a real indictment of war, and should be seen by everyone."

ZIMANICH HEADS MUSIC SALES

Effective October 6th, Josef Zimanich assumes charge of the Music Sales Department, replacing Mack Stark, resigned. Zimanich will be in active charge of the liquidation of music booths in those theatres where the sale of sheet music has been discontinued, and the servicing of booths wherever sheet music sales continue.

This activity is in addition to management of the Music Novelties Department which Zimanich assumed upon the resignation of E. H. Kleinert. Zimanich had participated actively in the functioning of both departments.

SPARE MACHINE PARTS SHOULD BE ON HAND

Importance of maintaining a sufficient supply of fuse links and motor brushes in every theatre is emphasized by J. H. Elder of the Maintenance Department, who calls the attention of managers to the possibility of shut-downs in performances because of failure to watch this.

"It has come to our attention from several sources throughout the circuit that many theatres are not carrying a sufficient supply of fuse links or refills for the various fuses used in each theatre," Elder states. "Every manager should check his emergency supply of fuse links immediately, and see that fuse boxes everywhere in his theatre contain refills for each of the fuse sizes in each fuse box or cabinet.

"If there is a spare fuse link in each cabinet for each size of fuse used in that cabinet, it will not be necessary for the manager or electrician to run around searching for fuse links when a fuse blows."

It is not necessary to keep the entire emergency supply of fuse links in the fuse cabinets, Elder stated, but a weekly check should be made to see that one link for each fuse size in use in the theatre is on hand in the fuse cabinet at all times. Balance of the theatre's fuse link stock should be kept in the store-room.

"The same applies to motor brushes," Elder said. "An emergency supply of motor brushes for all important motors in your theatre should be carried in your store-room at all times, and one set of motor brushes should be kept on hand in your store-room at all times for every motor in use in the theatre. Storage of these in the store-room is preferable to keeping them near the motor.

"To avoid temporary shutdowns of shows, every manager should check his supply of these items immediately, and if it is insufficient, take the steps necessary to protect his operation from this contingency."

Foster Norton, manager of the Sipe Theatre, Kokomo, Ind., is managing the Indiana as well, since the latter opened on September 6th.

IMMEDIATE STEPS MUST BE TAKEN TO GET ALL CHILDREN BACK INTO THEATRES AGAIN

Foresight of Mr. Katz in discovering future problems of the motion picture industry is shown in the recent statement of "Variety" that five million children have quit going to picture shows during the past year. The question of getting the kids back into the theatre, proposed by Mr. Katz as far back as last spring and repeatedly stressed by him since then—is now conceded by show business as one of its heaviest problems. Its very foundation is imperiled by an admitted inability to recruit the fans of tomorrow, according to "Variety."

With the fan population increased in United States picture theatres from 40,000,000 in 1922 to 80,000,000 in 1930, statistics show that of the 11,500,000 kids who went to picture shows once a week in the old silent days, only half that number attend now. Obviously, if juvenile attendance continues to suffer such terrific mortality, the audience of the future will be weaned away from motion pictures entirely.

It was because Mr. Katz realized the seriousness of this problem, which not only deprives theatres of a large part of their revenue now, but also menaces the theatre box-office of the future, that he took such energetic steps to sound the alarm in time so that the proper precautionary measures might be taken.

"Get The Kids Back Into The Theatre!"

That was the message sent out by Mr. Katz some time ago to everyone in Publix through Publix Opinion. Since that time, numerous articles, suggestions, tie-ups, campaigns and other material to help Publix theatre men carry out the wishes of Mr. Katz have appeared in this publication.

What have you done with them?

Have you just glanced over them and then forgotten about them? Or have you seriously gone about putting them into effect? If you haven't, take this tip and start today. Because one of these days a time of reckoning is coming. Messrs. Katz, Dembow, Chatkin, Botsford and other Home Office executives will want to know just what has been done in your theatre to combat this condition. Prepare for that day!

In order to make things easier for you, we are printing a directory of some of the back articles in Publix Opinion quoting the ideas of leaders, bearing on this question. Look up every one of them. Read them carefully. Check up your operation and see if any of them can be put into effect in your town. The situation calls for action, boys, and immediate action!

Here are the past references in Publix Opinion (1930). Also see page 9, cols. 1 and 2, and page 10, col. 3 of this issue.

Week of May 23, p. 4 (col. 1); June 6, p. 3-4; June 13, p. 12; July 4, p. 7; July 18, p. 6; July 25, p. 2-6-11; Aug. 1, p. 9; Aug. 22, p. 10; Sept. 12, p. 1; Sept. 19, p. 7.

NEW SLANT FOR INSTITUTIONAL CAMPAIGNS

Interesting institutional facts which developed during a recent heating survey in Chicago are suggested by E. E. Meyer, head of the Chicago Division of the Purchasing Department, as a basis for effective institutional ads and stories.

In checking comparative coal and oil costs in Chicago theatres, with the intention of installing oil heating systems wherever economically advantageous, Meyer found from figures supplied by the fuel oil companies that heating costs of four opposition theatres averaged about two-thirds of the costs in Publix theatres of corresponding size.

After careful analysis and investigation by combustion engineers and the fuel oil companies, it was discovered that the reason for these low heating costs was recirculation of air in quantities not compatible with Publix operating standards. Although the heating plants of opposition theatres were actually less efficient than those of Publix theatres, expenses of operating the latter were higher because of the higher ventilating standards maintained.

By re-circulating heated air in a theatre, the amount of fuel required is naturally decreased in relation to the amount necessary when huge quantities of fresh air are pulled in at a winter temperature of 20 or 25 degrees above zero.

Institutional point which may be driven home in this connection, Meyer points out, is that it actually costs Publix 35 to 40 percent more to heat theatres in the winter time, because our operating standards require supplying audiences with pure and fresh air.

BALLYHOO RECORDS!

Ballyhoo records on five Paramount pictures, currently playing the circuit, may be obtained from the Music Novelties Department, Home Office. Pictures on which this exploitation aid is available, together with the prices of the records, are "Follow Thru" ($1.50), "Let's Go Native" ($1.50), "Queen High" ($1), "Monte Carlo" ($1), and "Animal Crackers" ($1).

Lower prices on the three latter records were made possible by quantity ordering. Should increased response from the field meet this group of records, future ballyhoo recordings will be available at a price of 75¢ per record, within easy reach of every theatre.

Uses to which records may be put are manifold, ranging from broadcasting over the radio and planting in music stores and restaurants to lobby or marquee use as straight ballyhoos.

CAPITALIZE ON THESE!

Publication schedule of Philco ads in national magazines for November and December, tying-in with Mitzi Green in "Tom Sawyer" and Ruth Chatterton in "The Right to Love," is listed below. Get busy and arrange newsdealer tie-ups now, not forgetting to extend utmost cooperation to Philco dealers, as well!

On Mitzi Green in "Tom Sawyer":

The New Yorker	November 15th
Time	November 24th
Saturday Evening Post	November 29th
Collier's	November 29th

On Ruth Chatterton in "The Right to Love":

Life	December 12th
Liberty	December 15th
Time	December 15th
Saturday Evening Post	December 20th
Collier's	December 27th

SCHOOL TIE-UP ON BYRD FILM SENSATIONAL

Success of "With Byrd at the South Pole" at the Paramount Theatre, Hammond, Indiana, was so phenomenal that the school tie-up of Manager S. S. Holland is urged on managers who have not yet played this attraction, and second-run houses listing it among their coming pictures.

Repeat this splendid bit of selling when you play Griffith's "Abraham Lincoln" or any other picture that has a big school appeal.

Holland's campaign, although executed after a majority of Publix theatres exhibited the picture, is recounted as worthy of repetition anywhere, on this picture and any other which has an educational angle. Picture had not played Hammond earlier because of the comparatively recent opening of the Paramount there.

Analyzing appeals used elsewhere on the attraction, Holland decided to sell it to adults on the romance and adventure angle, but to children on the educational angle, using the schools as his avenue of approach. It is this phase of his campaign which Publix Opinion commends as unusually effective.

Ties-in School

Approaching the local superintendent of schools three days before the picture opened, Holland impressed him with the fact that every school child in the Calumet region should see this chronicle of Byrd's trip, and induced him to call an immediate meeting of the principals of the 25 schools in the district.

Fixing an admission price of 10 cents for all school children, with the provision that children unable to pay this would be admitted as guests of Publix, Holland convinced the principals of the theatre's honest desire to have children see the picture. A plan was worked out whereby special performances would be given daily, at 9 and 11 A. M. and 1 and 3 P. M. Schedule of attendance for all schools and classes was arranged, and three hour recess periods set aside. Attendance of all pupils in the district was made compulsory, with those not attending requested to bring a note from parents stating reasons.

Promotes Busses

Fifteen busses were promoted for all-day service between the schools and the theatre, transporting the children. The fact that the picture played to nearly 10,000 children in two days speaks for itself.

Program was augmented with a specially prepared organ novelty including songs appealing to kids, and they thoroughly enjoyed the idea as Holland carried it out.

Newspapers and the Hammond citizenry marvelled at the dispatch with which the crowds of children were handled. Although lines of pupils approached the theatre from all directions and busses discharged spirited detachments into the midst of the mob, the house was filled on each show within ten minutes. Teachers had systematically collected the dimes from children in advance, in accordance with the outline Holland worked out. At the end of each show, the house was cleared in ten minutes, pupils exiting school by school.

Adult evening business as a result of the word-of-mouth sales of the children and the accumulated newspaper advertising was way above average, and warranted holding the pitcure over for two additional days. Receipts for the first two days very nearly touched the theatre's record figures, established opening week, in spite of the fact that Holland's opposition had Norma Shearer in "Let Us Be Gay."

SHORT REVIEWS OF SHORT FEATURES

By BURT KELLY
General Director, Short Subject Department

WARNER

THE SONG PLUGGER, with Joe Frisco (15 min.) Synopsis: Opens in a music publisher's office. Deciding they want Frisco to use a number they've just heard the publishers call the Palace Theatre where Joe is playing. Some flashes to the theatre with Joe doing his act and we see him do his "Street-Fakir" bit. Next shot has Frisco at the music studio where he tries but fails to get acquainted with a girl he meets there. Joe listens to the new number and then does a dance to it. Closes with a shot of Frisco going into the stage entrance of the Palace, and with him is the girl who snubbed him at the office.
Criticism: Pleasing, but fails to get momentum enough to make it sure-fire. Fade out is good laugh.
Booking-Routining: Do not use with "back-stage" type story such as "BRIGHT LIGHTS," etc. On short programs subject should be placed after News and be followed by good cartoon. On longer programs it may be followed by a fast comedy act.
Exploitation Notes: Frisco is well known in the vaudeville centers. He also has a reputation as a wit and is well publicized by syndicated columnists.

WHO'S THE BOSS, with Franklyn Pangborn and Esther Howard (8 min.) Story: Pangborn as the husband claims that if he were running the house it would be run on a more systematic basis. Invited to try it by his wife he sends her out and engages in business of straightening up the house and doing the washing as well as taking care of three children. Naturally everything goes wrong and when friend wife returns she finds the entire house in confusion, everything of value broken, and the husband in a state of collapse. Instead of wasting sympathy on him however, she gives him a resounding slap on the face and declares herself "Boss" from then on.
Criticism: While the plot is familiar the subject moves fast. Dialogue is handled so as not to interfere with the action of which there is plenty.
Booking-Routining: May be used to give a touch of slapstick in an otherwise sophisticated program. On a short program should be used to open front show followed by musical flash act. (or if only one act used, by the feature). On longer programs suitable for number two spot.
Exploitation Notes: Franklyn Pangborn has been identified with some of the better two reel comedies and his name may be remembered.

HIS BIG AMBITION, with Lucien Littlefield, (The Potters Series) (12 min.) Story: The Potters, at home are confronted with the furniture company taking back the furniture, the telephone and water being shut off, etc They all jump on Pa and in a burst of enthusiasm he decides to become a professional man—a doctor. Next scene shows him as a soda fountain clerk in a drug store. He would rather wait on the customers at the drug counter however, and this leads to several humorus scenes. Ends with a built up, black-out gag, using the old one of the doctor (Pa) coming out of operating room and telling the man waiting that everything is alright. Nurse wheels out baby buggy. Close-up reveals it to contain six puppies.
Criticism: Better than average of this series.
Booking-Routining: Can be used where short comedy subject is required. Suitable to play as second act on three act front show using musical personality as number one and cartoon as number three.
Exploitation Notes: Usual for this series.

SCHOOL DAZE, with Jack White (7½ min.) Synopsis: A flash act using the school room as background. Class consists of the chorus, a male trio, and an ingenue and juvenile who do a number together. White, acting as the teacher, or rather a friend pinch hitting for the teacher, uses his position as sort of a Master-Of-Ceremonies, and attempts some gags between numbers. Most of the gags are slightly old.
Criticism: White's personality and pep alone saves this one from being ordinary. As it is, subject is pleasant material.
Booking-Routining: Might be used to advantage in a program that needs a brief subject containing song and dance. In short programs should be used as opening act in front show and followed by comedy or cartoon. In longer programs could be used as number two, following a subject that is fairly slow.
Exploitation Notes: Jack White is well known in vaudeville and was one of the featured players in last year's "SCANDALS." He is also a popular New York nite club entertainer.

THE BABY BANDIT, with Anne Cornwall and Bobby Watson (8 min.) Story: The Baby Bandit is an attractive girl who indulges in baby-talk and also in holding up men at the point of a gun in their hotel rooms. Watson, as a member of the "Live Wires" club, falls a victim to her charms while attending the club's convention. His wife finds them together and she and the house detective further the natural complications.
Criticism: There is scarcely any material to the plot and the story seems to ramble about although some of the situations might furnish laughs.
Booking-Routining: If used would use in strong bill, preferably with a light comedy feature. Would routine immediately after the news-reel following with a faster comedy short, a musical subject or a good cartoon.
Exploitation Notes: Title might be mentioned.

HEAD OF THE FAMILY, with Little Billie (9 min.) Story: Billie and his wife are two of the freaks of the Colonel's Carnival. As the subject opens friend wife is laying down the law to Billie telling him he'll have to demand their salary from the Colonel this week and that he is not to take I.O.U's, for it as he has done in the past. But the Colonel winds Billie around his finger by telling him he is henpecked, and Billie, to show him he is not, takes another I.O.U. The wife however, by a bit of strategy succeeds in getting their money from the owner, much to Billie's chagrin, for he feels that as head of the family he should have done it.
Criticism: Only mildly amusing.
Booking-Routining: Keep away from other carnival subjects. Should be used early in the program and followed by something lively; either a musical subject or a cartoon would be preferable.
Exploitation Notes: Little Billie's name might be of value. Subject would be of interest to children on account of the midgets in it.

ROSELAND, with Ruth Etting, Donn Cook (12 min.) Story: Etting, a hostess at Roseland, on her way to work stops to talk to her father, a doorman, and a chauffeur friend of hers. The chauffeur inveigles her to sit inside the car. Sitting there she sings "Let Me Sing And I'm Happy." At the conclusion of the song she goes on her way. The chauffeur's employer (Cook) returning to the car notices a card Ruth has dropped and decides, for a lark, to return it to her. He meets her at Roseland and hears her sing "I'm Dancing With Tears In My Eyes" and falls in love with her. Closing shot shows them (after having been married) leaving their Park Avenue home accompanied by her father, who is now dressed in the height of style. The laugh is of the old man showing the new doorman how to open the car door properly.
Criticism: Amusing story built around Etting who, as usual, is sure-fire when she sings.
Booking-Routining: Keep away from "Dancing Sweeties" or other features using dancehall sequences or from back stage stories. Can be used to advantage with outdoor type pictures. Would suggest using after News, following with cartoon and then feature.
Exploitation Notes: Ruth Etting is of course, well known having been well publicized through her appearances in the "Follies." She last appeared in "Simple Simon" with Ed Wynn. Subject might be tied in with her record "Ten Cents A Dance."

FIVE MINUTES FROM THE STATION, with Lynn Overman, Sylvia Sidney, Burton Churchill (13 min.) Story: This one has been in vaudeville for some time but serves to make good short principally because of the excellent work of the three players. Story is of the young husband unexpectedly bringing the boss home to dinner. Totally unprepared, the wife somehow manages, but later when they learn that the boss is giving the coveted promotion in the firm to someone else, wifie goes on the rampage and tells friend boss what she thinks of it. The employer, it seems, has just been testing their spirit and at close he gives hubby an even better job and all ends happily.
Criticism: Amusing playlet devoid of any hearty laughs but excellently done
Booking-Routining: Suggest it be used with musical comedy type of feature. Use as opening act and follow with good cartoon.
Exploitation Notes: The three players are well known Broadway names. Burton Churchill is at present appearing in the Owen Davis melodrama "The Ninth Guest." He is best remembered probably for his excellent performance in "Alias The Deacon." Lynn Overman is currently being featured in David Belasco's "Dancing Partner." Sylvia Sidney is now playing in the dramatization of Vina Delmar's "Bad Girl" in the title role. Good press story should be easily obtained.

THE LEGACY, with Betty Compton, Jack White (12 min.) Story: Three vaudevillians are seen rehearsing their act. The girl of the trio receives word that a relative has died leaving her an old hotel. The three promptly abandon their route and make for the hotel. They find the place old and deserted but they concentrate on making it up to date. Next shot shows the re-juvenated hotel with chorus girls as waitresses and chorus boys as the bell boys and plenty of life in the lobby. Subject from there on goes musical with several chorus routines, a tap dance by Miss Compton, and another tap dance by two boys. Several numbers are sung during the subject.
Criticism: Fast moving and entertaining.
Booking-Routining: Can be used with anything but musical comedy feature. Routine immediately ahead of feature. Other shorts should be novelty or cartoon.
Exploitation Notes: Remember, this is Betty Compton, the musical comedy ingenue last seen in "Fifty Million Frenchmen," and not Betty Compson, the picture actress.

AN ILL WIND, with Edna Hibbard (11 min.) Story: Titled An Ill Wind, or No Mother To Guide Her, this one pokes fun at the old style melodrama. Idea is of a performance in one of the Opera Houses of yesterday with the poor but honest lad forestalling the machinations of the long mustached villian and eventually saving the old home and winning the virtuous heroine. The buzz saw is used to great effect with the dauntless Harold arriving just in time to save his love from being ripped asunder by the giant teeth of the saw. The cast appreciate the humor of the offering and use dialogue and gestures to great advantage.
Criticism: An excellent satire on the old theatre which should prove diverting to an intelligent audience.
Booking-Routining: Would suggest it be used in connection with a semi-comedy feature. Routine immediately after Newsreel and follow with fast musical short.
Exploitation Notes: Edna Hibbard is a well known legitimate actress, however, suggest using both titles if mentioned on copy.

COLUMBIA

THE BANDMASTER, Krazy Kat Kartoon (7½ min.) Synopsis: Krazy Kat appears as the leader of a band playing in a public park. The band at first gives its impression of some of the Sousa marches and lates goes jazz with everything in the park swinging in time to the music. An interesting innovation in the subject is the Kat turning into several familiar figures: Paul Whiteman, Charlie Chaplin, and Ben Turpin. Each of the characters in turn lead the band.
Criticism: Splendid cartoon of this type. Full of music.
Booking-Routining: Can be used anywhere cartoon subject is desired. Excellent to use on program otherwise lacking in music.
Exploitation: Usual cartoon mention.

THE CHAIN GANG, A Mickey Mouse Cartoon (8 min.) Synopsis: Prison revolt in cartoon form. Mickey is a convict and with the other boys makes music by cracking up the big rocks into smaller ones. Mutiny starts and Mickey escapes and is chased by the bloodhounds who do a good (and audible) job of sniffing for the scent.
Criticism: Up to standard of this series.
Booking-Routining: Necessary to avoid using with "The Big House," "Numbered Men," etcetera. Otherwise can be used anywhere cartoon subject is desired.
Exploitation: Usual mention for this series.

MIDNITE IN A TOY SHOP, Silly-Symphony Cartoon (7½ min.) Synopsis: A spider figures as the principal character in this one. He breaks into a toy shop and has a whale of a time investigating the toys. Jumping jacks, baby dolls, toy pianos, etcetera, all contribute to his enjoyment until he tips a candle into a box of fire works. As they start going off he makes a hasty retreat.
Criticism: Novel idea well done.
Booking-Routining: Usual cartoon treatment.
Exploitation: Usual cartoon treatment.

SELLING 'WHOOPEE'

By BRUCE GALLUP
Advertising Manager, United Artists Pictures
(Not For Publication)

I saw Whoopee, Goldwyn-Ziegfeld's stupendous film spectacle in a theatre where its merits were unheralded and unsung. It was a tryout. The picture was put on cold. What an audience thriller! What a box-office tonic! The patrons kept up a continuous roar at the antics of the inimitable Eddie Cantor, who plays the role of the young man seeking health in the West with 57 varieties of imaginary ailments to keep him company. What a riot! What a laughfest!

On all sides of me I could hear the catching of the breath as the massive sets, beautiful scenes, colorful settings, all done in technicolor, raced past in review. A gorgeous array of Ziegfeld beauties, sparkling and scintillating in kalefdoscopic splendor, glistened through scene after scene of magnificence.

Far back in the recesses of the mind I could picture the stage show, Flo Ziegfeld's most successful effort. I realized then that in this talking film production he accomplished what he had set out to do—produce his greatest comedy production with music.

Thousands rocked when they saw The Nervous Wreck as written for the stage by Owen Davis. They rocked and roared again at the greatest Ziegfeld musical comedy sensation, Whoopee! And tonight they screamed at the antics of Eddie Cantor in the talking version. The music? It was written by Walter Donaldson and Gus Kahn wrote the lyrics. Need more be said?

Take the greatest comedy you have ever seen. Place at the head a comedian who is known the width and breadth of the land, add to it the spice of beautiful girls, mix well with dazzling color, inspiring sets, sparkling beauty, and rhythmic melody, designed, created, and served by a master showman and you have Whoopee, a film spectacle that is bound to make you money from its sheer beauty and side splitting comedy.

In Whoopee you have entertainment for every man, woman and child. There is a Ziegfeld chorus of bewitching beauties to please the eye of the tired business man. There is color, gorgeous gowns, romance and action to please the school girls, and there is Eddie Cantor's whiz-bang up-and-at-em comedy to please the children from six to sixty.

To sell them, just tell them about the comedy and the stars. Give them a tempting taste of beautiful girls by using posters and lobby displays. Tell them it is from the stage show and that Florenz Ziegfeld created it, and your public will answer you with box-office admissions.

What a show! What a picture! What a box-office!

BABY CONTEST

In conjunction with the Idaho Falls Post, Manager C. J. Coudy of the Paramount Theatre has organized a baby contest, to start early in October and continue for four weeks.

ORGANIST MOVES

Bob Hamilton, featured organist at the Paramount, Des Moines, Ia., has been transferred to the Paramount, Springfield, Mass. "Doc" Lawson will replace Hamilton in Des Moines.

CHICAGO MANAGERIAL SET-UP

The following managerial line-up is the correct one in Chicago Publix Balaban and Katz operations.

L. H. DALLY—DISTRICT MANAGER

CHICAGO	ORIENTAL	TIVOLI
Mgr. R. C. Bruder	L. B. Salkin	G. L. Brandt
Asst. J. Cavanaugh	C. Burris	J. Thompson
Treas. D. Kennedy	L. Matlin	W. Briscoe
TOWER	**McVICKERS**	**UNITED ARTISTS**
Mgr. M. Conner	S. B. Soible	M. F. Concannon
Asst. J. Norris	W. Youngren	M. Blick
Treas.	C. Nesbitt	R. Simons
ROOSEVELT	**REGAL**	**MARYLAND**
Mgr. B. Cobb	I. J. Faggen	L. S. Felch
Asst. E. Boisumeau	R. Bizzelle	
Treas. D. Tutt	J. Tolmaire	

C. F. STRODEL—DISTRICT MANAGER

MARBRO	GRANADA	SENATE
Mgr. C. E. Geisseman	H. J. Potter	E. E. O'Donnell
Asst. A. Leonard	J. Katz	H. Odendhal
HARDING	**NORSHORE**	**VARSITY**
Mgr. J. P. Casey	L. C. Walrath	R. Archbold
Asst. C. Nugel	J. Hirsch	

E. M. GLUCKSMAN—DISTRICT MANAGER

UPTOWN	PARADISE	RIVIERA
Mgr. W. B. Holden	S. Goldfinger	A. P. Conroy
Asst. R. Koch	B. Feldman	
Treas. E. Springer	L. Davis	

COVENT	CONGRESS	BELMONT	CENTURY
Mgr. J. Smelker	A. Platt	A. Binnenfeld	A. B. Shaw
Asst.	H. Brown	W. Quigley	M. Smith

L. WEIL—DISTRICT MANAGER

STATE	BERWYN	CENTRAL PARK	LA GRANGE
Mgr. E. Nikodem	G. Tabor	M. Horke	C. Keyser
Asst.	H. Bishop		

BELPARK	CRYSTAL	GATEWAY
Mgr. T. H. Stevens	N. Templer	M. Murphy
Asst. A. Katz		J. Greenfield
BILTMORE	**MANOR**	**ALAMO**
Mgr. P. Solomon	J. J. Lynch	S. Faggen
Asst.	A. Wallace	L. Vaughan

HEAVY SELLING IN COMERFORD CIRCUIT

Wave of promotional activity which has swept over the Publix-Comerford circuit is evidence of the complete and rapid assimilation of these theatres into Publix, asserts Division Publicity Director Jack Jackson. Recent activity in the Pennsylvania theatres, stimulated by the advertising and management aids which amalgamation with Publix brought, has been outstanding.

In Pottsville, Pa., Manager M. Schosberg of the Hippodrome Theatre has effected a three-way tie-up with the Gretsch Musical Instrument Co. of Brooklyn, a local music store and the theatre which is unusually promising, Jackson states.

Theatre, beginning October 1st, is to organize a number of kids' bands, with rehearsals each Saturday at 11 o'clock, kids to pay admission to theatre to rehearse. An instructor will come from New York at the expense of the Gretsch firm, to supervise, organize and instruct the children. After bands are organized, each will have a special night in the theatre.

Bands will represent different sections of Pottsville, and are expected to greatly stimulate both juvenile and adult attendance. In November, Gretsch will send "Tosca," famous accordionist, to the Hippodrome for one week as guest artist. This will cost the theatre nothing, and all newspaper advertising will be paid for by the Malarkey Music Store. All provisions of the tie-up have been agreed to by all parties, in writing, and the outlook for its success is most promising. In fact, Jackson says, it's the Malarkey!

In Hazleton, Pa., Manager Ben Cohen has obtained an effective tie-up with the Hazleton News Agency, providing for exploitation of all pictures represented by stories in fan magazines. Cohen, who has an excellent voice, is already official vocalist of the Hazleton Lion's Club, altho he has been in Hazleton only a few weeks.

Another manager-vocalist is Bryan Lee, better known to vaudeville and radio audiences as "Gypsy" Lee, who has been appointed manager of the Globe, suburban house in Scranton. Lee sings over WGBI, Scranton, every Satday night from 7 to 7:30, as "The Paramount Publix Mystery Tenor," singing songs from current and coming attractions and getting in some excellent plugging between numbers. He is accompanied at the piano by Tom Evans, organist of the Strand Theatre, Scranton, who contributes his services to the hour.

Other managers in the division whose activity has been noteworthy are Sam Friedman, of the Capitol, Pottsville, who scored with a novel ballyhoo for "Animal Crackers," and Mitchell Conery of the Kingston, Kingston, who has inaugurated the "Kingston Theatre Organ Club."

STAR GETS CONTRACT

As a result of her outstanding work in "The Best People," (tentative title), Miriam Hopkins, well-known dramatic star of numerous Broadway legitimate successes, has been accorded a long term contract by Paramount. Miss Hopkins recently held a principal role in "Lysistrata."

TERRETT AT STUDIO

Courtney Terrett, former reporter on the New York Evening Telegram and the Morning World, is now a member of the Paramount West Coast scenario department. His best seller, "Only Saps Work," is now being produced as a talking picture by Paramount.

SELLING 'HEADS UP'

By RUSSELL HOLMAN
Advertising Manager, Paramount Pictures
(Not For Publication)

Heads Up is essentially a very fast, funny comedy. The romantic interest is furnished by Charles Rogers, looking very handsome and dashing as a Coast Guard ensign, and the girl. The love story is pleasing and the Rogers fans will like their idol more than ever.

But what stands out in Heads Up is the fun. This department is extremely well handled by Victor Moore, who will be a delightful revelation to your folks as a comedian. Moore has been sending audiences into gales of laughter on the Broadway stage for years in stage hits like "Hold Everything"; now he gets his first big chance on the screen and comes through with a bang.

Moore played the role of the ex-convict cook in Heads Up for almost a year on the stage. He has the same part in the picture. During the stage run he perfected his gags so that in the picture they come over in a roaring running fire of merriment that will convulse the seat-holders. He's aided and abetted in the picture by Helen Kane in her most jovial mood.

I would bill Rogers as a star above the title as he means more to the public than the title or anybody else in the show. But promise them a great laugh picture.

The setting of the production is mostly aboard a palatial yacht. The copy can be seagoing, like this:

Heads up! A bouncing boat-load of fun is coming your way! With Charles Rogers as the dashing captain. Helen "Sugar" Kane boop-a-dooping the sailors. Victor Moore in the role that convulsed Broadway with mirth for a solid year. And a fo'c'sle full of folks you're pleased to meet. Don't miss Paramount's sea-going smile sensation—"Heads Up"!

Who are the ten favorite blondes you'd love to be left on a desert island with? See "Heads Up" and find out.

See crazy Victor Moore's latest inventions: the Dugan Companionable Life-saver, with rouge, lipstick and all the comforts of the boudoir; the Dugan Bologna Assassinator; the Dugan De Luxe Egg Roller Coaster; and the rest. He's the Edison of the eats and Cupid's little Mr. Fix-it.

Come and get lost on a desert island with Charles Rogers, Helen Kane and merry Victor Moore.

We yanked this show off the Broadway stage in its prime so that millions instead of thousands could roar their heads off with mirth.

Come and see what the Coast Guard does when they're not guarding the coast. It's a panic.

A merry melange of blondes and bootleggers, salt water and sugar babies, hijackers and hilarity.

TAB SHOWS

Crescent Theatre, New Orleans, opens with a musical comedy tab policy on Oct. 11th. Lyric, Mobile, Ala., opens with a similar policy on Oct. 12th, with a feature talking picture in addition to the tab shows.

FIVE CO-OP ADS

Circulation tie-up effected by Manager Milton Schosberg of the Hippodrome, Pottsville, Pa., with the Pottsville Evening Republican, netted five 36-inch co-op ads on Jack Oakie in "Sap From Syracuse."

TICKET SELLING STUFF!

The value of free publicity is rather vague unless it is definitely tied in with attractions. Notice that this story about the "sockum" golf game at the Tivoli theatre not only mentions the theatre, the personalities who posed for the picture and the current stage show, but the current screen attraction and even a coming screen feature! Publicity of this character helps sell tickets!

PTEMBER 12, 1930 CHICAGO EVENING AMERICAN

BALLET "MASTERS" SOCKUM

The mezzanine floor of the Tivoli Theater is almost as popular these days as the auditorium proper, because it now contains a new golf game called sockum. You step up to a driving net and hit a ball and a device automatically registers how much distance you would have gotten on the fairway.

Not only patrons but Tivoli performers are going in for sockum in a big way, according to George Brandt, manager of the Publix South Side Theater, and he sends this picture of Frankie Masters and the Lambert ballet girls to prove his statement. Between drives Frankie and the girls appear on the stage in a show called "Samples of 1930." The current movie is "Manslaughter," with Claudette Colbert and Frederic March. "Raffles," by the way, is in the offing at this theater as well as at the Uptown and Paradise also.

LOCAL AIRPORT CEREMONY TIED IN

Dedication of a new airport at Duluth was tied in by M. Rosenthal, manager of the Lyceum Theatre, with exploitation for "The Dawn Patrol" on his screen. The tie-up not only helped sell the attraction, but promoted good will of Chamber of Commerce members and other civic leaders.

When the dates were set for the airport dedication, the committee was approached with the proposition of booking "The Dawn Patrol" for that week. The committee was told that the film would not be released until October, but could be obtained earlier by paying a larger percentage or increasing the admission price to one dollar.

The theatre offered to pay the extra percentage, in preference to increasing admission prices, if the committee promised proper support and co-operation in exploitation of the attraction. This was agreed upon and a special campaign was outlined.

Midnight Showing

Fliers competing in the annual Ford reliability tour, who landed at the new airport on the day of dedication as part of the program, attended a midnight showing at the Lyceum after the banquet and ball in their honor that evening. This fact was listed as one of the features of the day's program and was announced several times over the radio.

Special posters, placed in advantageous positions at the flying field, were seen by 25,000 persons. Five hundred special letter heads, advertising the attraction, were mailed out by the Chamber of Commerce, and one was placed under each plate at the banquet table.

All local merchants had special aviation windows and the theatre was given a card in each, tying in the dedication with the picture. Windows were obtained by this means which could not be planted under normal conditions.

Appearance of the fliers at the midnight show tripled receipts at no cost to the theatre. The local airport training school plugged the picture and loaned material to the theatre for its lobby. The entire campaign did not cost the theatre a penny, with exception of the extra percentage on the film, and was extremely productive of results.

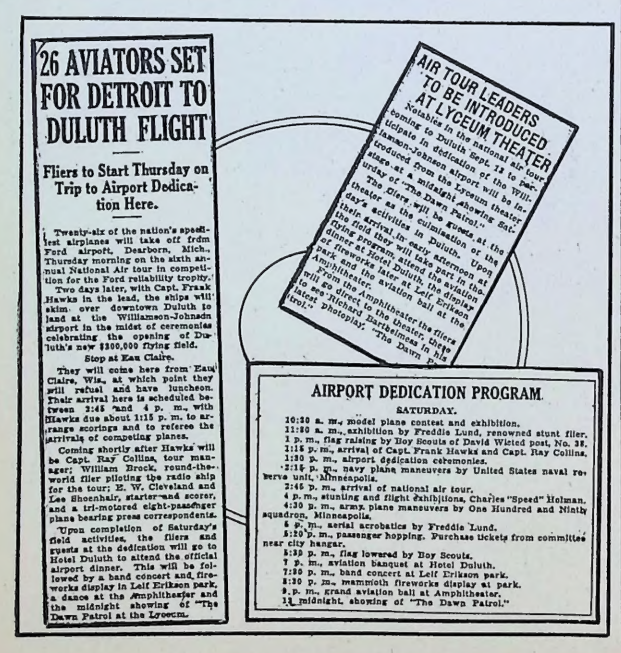
TAYLOR TACTFULLY TAKES TIP!

C. B. Taylor, director of publicity for Shea's Buffalo theatre, took a tip from the contest on "Holiday" suggested in Publix Opinion and obtained the generous space below in the Buffalo Times. Fifteen dollars in cash prizes and twenty-five pairs of guest tickets were offered. Hundreds of replies were received and the tremendous interest in the contest was reflected definitely at the box-office, according to Taylor. In addition to the pictures and stories of the type illustrated below, nearly a full column of news space was devoted to the announcement of the winners' names on Sunday. Contests of this character, which do not require too much extra effort on the part of theatre advertising and publicity men, and which are directly tied in with an attraction, are worth while.

Heart Thieves—Would You Condemn or Praise?
LOCKPORT GIRL WINS "VAMP" CONTEST PRIZE
All Angles and Ideas on Love Etiquette Included in Letters
Have Women Opinions on Vamping? Oh My, Oh My!
And Especially When Sister's Boy Friend Is the Victim
Girls, Is It Nice to Vamp Your Sister's Boy Friend?
For the Best Answers to That Burning Question, The Times Offers Cash and Theater Tickets

GOOD WILL EXPLOITATION

His campaign on "The Dawn Patrol" not only brought publicity for his attraction, but created substantial good will with civic leaders and Chamber of Commerce officials for M. Rosenthal, manager of the Lyceum theatre in Duluth. He tied in his picture with the program for the dedication of the new airport there, as the newspaper clippings below indicate. Further details will be found in the column above.


26 AVIATORS SET FOR DETROIT TO DULUTH FLIGHT
Fliers to Start Thursday on Trip to Airport Dedication Here.
AIR TOUR LEADERS TO BE INTRODUCED AT LYCEUM THEATER
AIRPORT DEDICATION PROGRAM
SATURDAY.

LEASE EXPIRES

Publix' lease on the Fotosho Theatre, Miami, will expire on November 1st, and will not be renewed.

ANNIVERSARY IS WIDELY PLUGGED

Anniversary of the Maryland Theatre, Chicago, netted substantial publicity for the house in neighborhood papers. Manager S. L. Felch handled the campaign, under supervision of District Manager L. H. Dally.

Special events during the week were "Boy Scout Day," on Friday, when "With Byrd" was the attraction. All scouts attending received photos of Byrd; troop having largest attendance between 3 and 6 P. M., a pup tent, and the troop having the second largest attendance, a scale model of "Little America." Scouts packed the house.

On Saturday, the promoted birthday cake which had been on display in the lobby during the week was cut and distributed to children at their regular club matinee.

Classified Ad Tie-up Nets Free News Space

A tie-up with the classified ad department of the local newspaper resulted in considerable free space for "Our Blushing Brides" at the Paramount, Brainerd, Minn. Each day for six days, the paper published among its classified ads, the names of 3 Brainerd brides of the current year. Two and three column ads exploiting the contest, were dominated by selling copy on the picture, etc. Lucky names received guest tickets from Manager Harry Greenberg.

Campaign Is Effective Because of Publicity

Campaign of H. T. Lashley, City Manager in Burlington, N. C., on "All Quiet on the Western Front," was made invaluable by the newspaper publicity it included. Among other activities on the picture, Lashley arranged parades of the American Legion Drum and Bugle Corps, and National Guard.

He netted three front page stories on these parades, all including a plug for the picture. Publicity on the picture itself included a feature story with a four-column head and an excellent editorial.

APPROPRIATE SUGGESTION

Planting hints of Prosperity with residents of the community! Tying in with the thought of Paramount Publix Prosperity Week, Manager Ray Powell placed an attractively colored sign board in the lobby of the Tudor Theatre, New Orleans, La. The display, reproduced below, was of considerable height and was in full view of all exiting patrons.

Newly Built Theatre Opens Late This Month

The Oriental Theatre, Mattapan, Mass., a newly constructed Publix operation, will open on October 24, 1930. Architecture of Chinese motif gives the theatre its name. The policy of this 2500 seat house will be straight sound, with provisions for stage attractions.

UNIT ROUTE EXTENDED

Publix units produced in New York will open in Dallas, at the Palace Theatre, the week of Oct. 17th, and play Dallas, San Antonio, Houston and New Orleans. Locally produced units in New Orleans will continue until the New York units reach the city.

ENDORSED BY FLIER!

A photograph of Lexington's best known local war hero, with his personal endorsement of "The Dawn Patrol," was used effectively by Herman C. Bamberger, manager of the Kentucky theatre there, as a convincing punch in his advertising copy on the picture. Also note that Bamberger did not fail to capitalize on the Paramount sound news "scoop" with first pictures of the San Domingo hurricane. This type of advertising is definitely reflected at the box-office!

ACCORDING TO JESSE O. CREECH LEXINGTON'S OWN WORLD WAR ACE!

"Thru 'The Dawn Patrol' the world war aviators, the country over, are living over again their experiences on the Western front.

"As the war pictures are unfolded to us, each is more real than the last. While I reviewed this picture, I felt that the characters must have experienced the real thing for they handled their parts as tho they were really living them.

"The episodes in the picture are very representative of just what the war pilot was up against. Many Hun areodomes were wrecked by the Allied air attack in the same manner that Dick Barthelmess and his pal wiped out the flying quarters of VonRichter and his squadron. The air battles, trench straffing and the blowing up of ammunition dumps shows what the Air Service had to do and just how it was done.

"Aside from being a thrilling and absorbing picture, every one owes it to himself to see 'The Dawn Patrol' because of it's historic value."

JESSE O. CREECH.

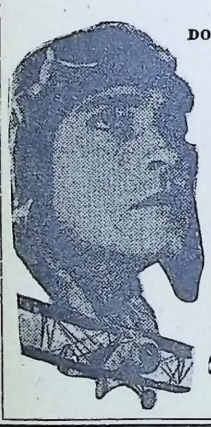
LAST 3 DAYS

Richard Barthelmess in The DAWN PATROL

DON'T MISS IT!

with

DOUG FAIRBANKS Jr.
NEIL HAMILTON
CLYDE COOK



SENSATION OF ALL SENSATIONS! Listen to the drone of the motors and the crackle of flaming planes. Live with these daredevil aces! Share their joys! Share their sorrows! Share their dangers in the greatest air romance ever screened! ....

COMING SATURDAY
"DIXIANA"
With Bebe Daniels
Bert Wheeler
Robert Woolsey

A PUBLIX Theatre — Kentucky — Home of Paramount Pictures

EXTRA!

Paramount Sound News Gets There First! The Kentucky As Usual Shows It First!

FIRST SOUND PICTURES OF SANTO DOMINGO HURRICANE!

You Will Always See The World's Events First In Paramount Sound News! They Lead—Others Follow!

TODAY — TOMORROW — FRIDAY

A PUBLIX Theatre — Kentucky — Home of Paramount Pictures

BAKING TIE-UP FOR PUBLIX THEATRES

An excellent tie-up with the Continental Baking Company, for the introduction of a new product in New Haven, has been effected by Eugene A. Curtis, district advertising manager. Curtis has been assured by the Continental people that with the release of this product throughout the country, in the very near future, the tie-up will be extended to all Publix managers.

The baking firm is producing a new Hostess butter cake, with Quix, a patented preparation which comes with the cake and is either used for frosting the cake or making fudge sauce. Demonstrators, necessary equipment and free refreshments for patrons, all to be supplied by the Continental company.

In return for the use of the lounge as a domestic science laboratory, the Continental people have agreed to pay for considerable linage in advertising this product and the theatre's current show. Not only will the theatre be benefited by these paid ads, but inserts in all of the Continental's packaged goods, will also carry copy relative to current attractions at the theatre.

Now is the time to contact local Continental agents, or if there isn't any in your town, write to their New York office at 285 Madison Avenue, for further particulars.

NANCY CARROLL DAHLIA

A dahlia, named after Nancy Carroll, will be entered in several eastern Flower Shows this autumn. To protect the name, the growers of this flower have registered the title at the United States Patent office.

DO NOW!

It is of the utmost importance that every manager operating Pack Shop candy machines make an immediate check of the machines now in his house. List the serial number of each machine on the lower half of the Weekly Candy Inventory and Sales Report and send this information through as soon as popssible.

If any machines in your theatre have been transferred to another theatre or returned to Pack Shops, Inc., list this information in the same way. The Candy Sales Department has discovered in a few instances that rental has been charged against machines no longer in operation in the theatre. It is to avoid duplication of such charges that the Candy Sales Department requests this information.

MERCHANTS AND PAPER AID SHOW

A tie-up with the local Chrysler agency, Jacksonville, Fla., Journal, and several co-operating merchants, procured considerable free space in that paper for "Good News," playing at the Florida Theatre.

A number of new automobiles, promoted by Manager Al Weiss, Jr., transported employees of the Journal to the theatre to view the opening matinee showing of the attraction. Banners on the car, bore the following copy: "GOOD NEWS! These new Chrysler '8' cars are taking the Journal employees to see GOOD NEWS at the Florida Theatre." Merchants listing their "good buys," co-operated to produce an effective "Good News" page.

TEXAS OPENING PROVES BIG SUCCESS

An event that received State importance was the recent opening of the Paramount Theatre in Texarkana, Texas. A well mapped out and executed campaign was effectively handled by Manager E. B. Hands, Jr., with splendid co-operation offered by merchants and state officials.

Charles Rogers acted as master of ceremonies through the medium of the special theatre opening trailer. A highlight of the campaign was the construction of a platform atop the marquee, where inaugural addresses were delivered by the Mayor and President of the Chamber of Commerce. In the evening of the opening, a 30-piece orchestra entertained the throngs, from this same platform.

A parade of automobiles, led by a band, marched through the city and to the theatre, appropriate copy on the cars heralding the opening. Practically every merchant in town displayed some form of co-operative advertising in their windows, while many also permitted Manager Hands to water color their windows with copy relative to opening, attraction, etc. Other customary opening stunts were also successfully used.

Theatre Gets Free Ad Thru Newsreel Scene

A scene in a newsreel subject at the Victory, Tampa, Fla., showing a Studebaker climbing Pikes Peak, was the means of obtaining advertising space in local papers, at no cost to the theatre. Manager O. G. Finley sold the local Studebaker dealer on the idea of advertising this shot, as well as mentioning feature attraction, etc.

HOT CAMPAIGN IN TEXARKANA

At the left in the layout below are specimen pages from the attractive souvenir booklet printed by Edgar Hands to exploit the opening of the former Saenger theatre as the Paramount in Texarkana, Texas. Four thousand of these souvenirs were distributed and the cost was met by sale of advertising space to merchants. At the right are clippings from the local newspaper about the change of name. Additional details of the effective campaign will be found in the story in an adjoining column.

General Information Time of Shows and Prices
Special Labor Day Program at Paramount
At the Paramount Friday and Saturday, September 5 and 6
RONALD COLMAN IN A SCENE FROM "RAFFLES" WITH KAY FRANCIS
Paramount Theatre Has Opening Friday and Saturday
Charles (Buddy) Rogers as Master of Ceremonies
"QUEEN HIGH"
Congratulations TO OUR "BIG BROTHER"
Mangel's
SAENGER PASSES INTO HISTORY IN TEXARKANA TODAY
'Paramount' to Open Friday
OFFICIAL OPENING HELD FOR PARAMOUNT THEATRE
SAENGER NAME TO BE CHANGED ON FRIDAY

PROJECTION GLOSSARY

Every manager should know the meaning of certain terms used by the projectionist in connection with his work. Each week Publix Opinion will print a short list of definitions of these terms with which the manager and projectionist are likely to come more or less frequently into contact. Do not regard these as reference lists, to be consulted when in doubt. Familiarize yourself with them each week! Study them TODAY, so you will recognize and understand each term tomorrow!

Stranded Wire: A wire composed of several smaller wires, usually twisted together.

Striking An Arc: The act of bringing the carbons of an arc lamp into contact and separating them again in order to obtain an electric arc.

Takeup: A device by means of which the film is wound upon a reel as fast as it comes from the projector mechanism.

Tension: As applied to projection (a) the pressure exerted by the tension springs, either through the tension shoes or direct, upon the film at the aperture. (b) The tension exerted by a spring upon two friction discs for the purpose of revolving the film reel in the lower magazine, providing slippage so that the reel, although driven by a power having steady speed, may revolve at differential speed, gradually slowing up as the film roll increases in size.

Tension Shoes: Metal bars upon which the tension springs bear on the film and provide braking friction to stop film over aperture.

Tension Springs: The springs which provide braking action to stop the film over the aperture at the completion of the intermittent movement.

Throw: See "Projection Distance."

Thumb Mark: A mark on the lower left hand corner of a stereo slide when the slide is held so as to be read against the light. Thumb mark is on the face (cover glass) side of the slide.

Trailer: A short length of opaque film attached to the end of a reel of film so that projection may proceed up to the end of the film proper without showing white light upon the screen.

Transformer: A device for transforming A.C. of high voltage to a lower voltage and increased amperage, or vice versa.

Traveling Arc: An unsteady arc, particularly one in which the point of highest illumination in the crater moves about, usually due to faulty carbons.

Ultra Violet Rays: Rays of light existing beyond the violet light of the visible spectrum. These rays have a vibration in excess of eight hundred billion per second.

Useful Life: A term applied to many things, but in electrics particularly to incandescent lamps, which deteriorate with age. It is the time an incandescent lamp will burn before its output of light has decreased more than 20 per cent. When a lamp has fallen below 80 per cent. of its rated c.p. it is the part of true economy to replace it with a new one.

Volatilization: In projection, the transforming of carbon into vapor through heat.

Volt: Unit of electrical pressure.

Voltage Drop: The drop in voltage due to the resistance of the conductors. Voltage drop exists in every circuit. See "Copper Loss."

Volt-Ammeter: An instrument for measuring current consumption in watts.

Voltmeter: An instrument of high resistance for measuring electrical pressure.

Water Glass: Soluble glass. Used as a binder for carbon cores. It is the residue of water glass which forms the white, light weight ash with which the interior of the lamphouse becomes coated.

Watt Hour: The energy consumed when one watt of electrical energy has been used for one hour.

Watt-Hour Meter: A meter used for measuring electrical consumption in watt hours.

Working Aperture: In projection, that portion of the aperture of a lens which is actually in use in the sense that it is contributing to the improvement of the finished screen result.

AD CAPITALIZES ON PRISON RIOT

Opening "The Big House" the day following the Baltimore prison riot, Manager Harry Marchand of the Saenger, Mobile, read of the outbreak in the morning papers, and hastened to uncork a neat bit of exploitation.

Putting the composing room foreman of his evening paper in a receptive mood with a couple of passes, Marchand got a look at the set-up of the story in the edition about to go to press. It had an eight column banner head, and the story occupied all but six inches of a column. Marchand's one-column six-inch ad, hastily written on the spot, went into that location, where it could not help but be seen and read by anyone interested enough to read the story.

H. W. Rice, former manager of the Saenger-Temple, Meridian, has been transferred to the Paramount, Monroe, La. Charles F. Holscher of the Monroe Paramount succeeds Rice at the Saenger-Temple.

ANNIVERSARY AHEAD?

Within the next few weeks, the theatres listed below will celebrate their anniversaries. Is your theatre among them? If it is, start thinking NOW how you can turn that event into money at your box office. Exploitation stunts? Newspaper stories and tieups? Also, don't forget the Home Office special anniversary trailer you may get by writing to L. L. Edwards.

THEATRE		OPENING DATE
Joie,	Ft. Smith, Ark.	Oct. 1921
Arcade,	West Palm Beach, Fla.	Oct. 1929
Majestic,	Kankakee, Ill.	Oct. 1920
Paramount,	Faribault, Minn.	Oct. 1929

New School Semester Starts With Kid Show

A kiddie show held at the Genessee, Waukegan, Ill., the first of the new school term, proved highly beneficial to the box-office. Free newspaper space and announcements in all the schools, heralded the showing of 'With Byrd,' immediately after the close of the first classes on Friday. Manager J. L. Mitchell promoted free ice-cream cones for the 1500 children who attended. Crowds were so dense that two policemen had to maintain order.

RULING BENEFITS PUBLIX' STATION

Under a recent ruling of the Radio Commission, Publix' New Orleans radio station, WSMB, is now enabled to operate on a ten hour basis, which will greatly increase its national standing among the principal radio stations and give a far greater measure of entertainment to its listeners.

WSMB is operated jointly by Publix and Maison Blanche, leading New Orleans department store, and for many years has been considered the leading station of the South. Under the guidance of A. S. Foster, recently appointed manager of the station, officials of the Publix-Saenger Division expect to find it a more valuable exploitation aid than ever before.

Gets Consistent Aid From Wheeling Paper

Playing up the brightening effect of the Rex Theatre's new marquee on the business section of Wheeling, W. Va., Manager George Zeppos obtained a half-column story on the improvement, topped by a two-column head, in the Wheeling News.

Standing tie-up maintained by Zeppos with the News has the paper offering a guest ticket to persons photographed at random on the streets. Nets the theatre a daily layout on the first page of the paper's second section.

Singing Doorman Gets Countless Fan Letters

Fan mail for a Publix service man! Because of his pleasant voice in entertaining the patrons in the lobby during morning shows, a doorman of a Publix Portland, Oregon, theatre, has received many letters from these satisfied patrons, complimenting him for his excellent renditions.

Crowd Entertained By Theatre's Ballyhoo Man

A professional card trickster, performing his feats in a congested Michigan City, Indiana street, provided the ballyhoo for the 'Czar of Broadway,' two days prior to its opening at the Starland Theatre.

When a crowd congregated, the card sharp would ask the onlookers to draw a card which contained an important message. Every card extracted bore the following copy: "I.O.U. 70 minutes of thrilling entertainment, etc., etc." Walter J. Dale is manager of the Starland.

Imprinted Merchants' Bills Plug 'Crackers'

Because of the friendly relationship between Manager H. C. Brown and the Augusta, Ga., merchants, he was able to effectively advertise 'Animal Crackers,' playing at the Modjeska.

Permission was granted Brown to rubber stamp all envelopes containing monthly bills from leading department store, dentists, etc.

FREE BANNER SPACE

Banners, placed on bottom side of wings of commercial planes, exploited "Dawn Patrol" at the Florida, Daytona Beach. Manager E. A. Crane also promoted banner space on city buses for that attraction.

—"MEET THE BOYS!"— KNOW YOUR ORGANIZATION

HARRY B. FRENCH

Harry B. French, district manager in the Northwest division, made his debut into show business as a vocalist of illustrated songs at an Austin, Minn., picture house. He also played the drums and string bass in the theatre's orchestra.

H. B. French

French moved to Mankato, Minn., where he continued his orchestral activities at the Grand. Shortly afterwards, French deserted the musical profession and became a bill poster for the Grand, so that he might study the theatre from another angle. He quickly adapted himself to this new phase of the theatre and was rewarded with the managers position. He remained at the Grand for seven years and was then made general manager for the American Amusement Co. Later, he purchased the State in Mankato, operating it for 3 years and then leasing it, in July, 1922, to F & R, who appointed him district manager. When Publix acquired F & R, French was retained.

VICTOR B. LOWERY

Rapid progress in the theatre business has been achieved by Victor B. Lowery, city manager at the Majestic, Wichita Falls, Texas. Although only in show business since April, 1928, Lowery has procured his present position by dint of intensive study of theatre operation and practical work around the theatre.

V. B. Lowery

Lowery made his bow in show business as assistant manager of the Melba, Dallas, Texas. In December, 1928, he received his first managerial assignment —at the Melba, after acting as assistant manager for several operations in Ft. Worth, Texas and Greeley, Colo. In December of the following year, Lowery was assigned to his present post.

ROBERT M. STERNBURG

Robert M. Sternburg, district manager in Northern Indiana, has been actively engaged in show business since 1919. His first theatre job was as assistant manager of the Chelsea Olympia, operated by the Olympia Theatres, Inc.

R. M. Sternburg

In 1920, he was transferred to the Washington Street Olympia, Boston where he remained for one year before being promoted to the Olympia in Chelsea as manager. In March of the following year, he was again transferred, this time to the Scollay Square Olympia in Boston, where he also supervised operations at the Central Square in Cambridge. When the Olympia Theatres Circuit was acquired by Publix in 1925, Sternburg was retained at the Scollay Square Olympia. He remained at this theatre until June, 1928, when he was promoted to district manager in the New England Division, suburban district number 2. He received his present assignment on August 11, 1930. At intervals, Sternburg has taken over management of the Strand, Dorchester, the Strand, Malden, and the Capitol, Allston.

JAMES O'CONNELL

Another manager who has risen from the ranks is James O'Connell of the Rialto, Portland, Oregon. O'Connell's debut into show business occurred in March, 1928, at which time he secured a job with Publix as doorman of the Portland Theatre in Portland, Oregon.

J. O'Connell

Prior to his entrance into the amusement field, O'Connell was employed by the United States Bureau of Agriculture as surveyor and concrete inspector, a position he obtained after leaving the University of Oregon. While in the capacity of doorman at the Portland, he studied the various phases of theatre operation. His earnest efforts rewarded him several months later in the form of the Portland's treasureship. In October, 1929, he was promoted to position of assistant manager of that house. He was transferred to the Paramount, Seattle, seven months later. He received his present assignment in July, 1930.

RAYMOND B. JONES

The bulk of Raymond B. Jones' theatre experience has been acquired in the advertising and publicity end of show business. At present, he is manager of the Paramount, Syracuse, New York.

R. B. Jones

At the close of the World War, Jones became advertising manager of the Orpheum, Topeka, Kansas. During the next 3 years, Jones managed several theatres for the National Theatres Co., of Topeka, also handling the advertising, publicity and art work. Later, he accepted the position of advertising manager for the Howard in Atlanta, Ga. He remained there for one year when he was transferred to Dallas, Texas, as district advertising manager. During the next few years, Jones managed several theatres in San Antonio, Houston, Ft. Worth, and Omaha, as well as doing exploitation work. In January, 1920, he was appointed district advertising manager in New Orleans, after having been publicity director of the Saenger, in the same town. Prior to being assigned to his present position in September, 1930, Jones was publicity director of the Denver Theatre.

A. SONOSKY

Experience gained as proprietor of several mercantile establishments, as well as motion picture houses, has aided A. Sonosky during his theatre career. At present, he is managing the Riviera, St. Paul, Minn.

A. Sonosky

Sonosky, former student at the University of Minnesota, has always been associated with operations in the Northwest. He has owned and operated theatres in Aberdeen, S. D.; Chisholm, Duluth, Virginia, Eveleth and Minneapolis, Minnesota; and has also booked pictures for Finkelstein & Ruben. At one time he was film salesman for the Producers Distributors Corporation. Sonosky received his present assignment in February of this year.

PLANS LAID FOR BOOK WEEK IN NOVEMBER

Tip of City Manager R. W. Lawler of Bloomington, Ill., on Children's National Book Week, should be pencilled into the reminder calendar of every manager. Event is sponsored by the Parent Teachers Association, second week in November of each year, and affords a splendid opening for a worthwhile school tie-up.

During this week, which begins this year on November 9th, the P. T. A. exploits a list of books which children should read, among them a number which have been produced as pictures. Of these, list this year includes "Tom Sawyer" and "Abraham Lincoln."

Appropriate Attraction

In Bloomington, Lawler is making every effort to secure "Tom Sawyer," which will be released in November, for the week of Nov. 9th, and if successful, will make his tie-up with the P. T. A. even more effective. Schools have agreed to adjourn afternoon sessions on one or more days, in order that children may see the picture, and will encourage attendance of pupils by every possible means. Should Lawler be unable to book "Tom Sawyer," every effort will be put forth to get some other attraction which will tie in successfully.

Co-operation with the P. T. A. on this, one of their most ambitious projects, will do much to create good will for theatres on the part of schools and officials, Lawler feels, and will avert possibility of censorship movements or other activities harmful to theatres.

In Bloomington this fall, the P. T. A. had adopted a slogan, "No Movies on School Nights," Lawler's proffer of co-operation was instrumental in defeating this move, but his extensive plans for exploitation of Children's National Book Week were the deciding factor in inducing the association to relinquish its campaign. Schedules which would permit school children to witness complete performances after 3:30 to 4 P. M. were worked out, so that children could attend the show, then get home in time for dinner and studying.

Endorsed Pictures

Lists of endorsed pictures published in Publix Opinion are regularly forwarded by Lawler to the association, with playdates indicated, and these are posted on school bulletin boards with the recommendation that pupils see the pictures.

An institutional campaign, convincing parents that children were safer in the theatres than on the streets, etc., after school, was fruitful, with school officials agreeing that the care exercised by the service departments in looking after children makes the theatre an excellent place for them.

GOLF COURSE IN LOUNGE

A 9 hole minature golf course was constructed in the lounge of the Saenger, New Orleans, La., as an advance ballyhoo for 'Follow Thru.' Publicity Director Joe M. Estes placed a lady attendant at the course, who gave patrons free golf instructions.

MANAGERS!

All managers who are operating Pack Shop candy vending machines and have not been supplied with the new candy order form No. 2290 should immediately communicate with Dan Hynes of the New York Storehouse, requisitioning a supply. Forms previously used in ordering candy should be discarded as soon as the new form is obtained.

Plan Now!

Week of November 9th-15th is Children's National Book Week, sponsored nationally by Parent Teacher Associations everywhere! Obtain lists of books upon which your local P. T. A. will concentrate, and see if you can book a picturization of one of the titles for full week or at special showing to school children. "Tom Sawyer" is a natural; it's on the list. So is "Abraham Lincoln." Arrange lobby book displays; book-store tie-ups. Your local P. T. A. will co-operate fully!

SCHOOL HELPS THEATRE BUCK FOOTBALL

Most effective stunt for combating football opposition thus far coming to Publix Opinion is that of Manager Gilbert C. Brown of the Paramount, Wheaton, Ill., where the local high school will play its schedule this year at night, presenting a more serious problem than is usual.

Selling the superintendent of schools on the theatre's altruistic desire to contribute to the school's morale by entertaining the football team at the conclusion of each game, Brown secured announcements in all schools and classes to the effect that the team would be guests of the theatre weekly. Teachers urged all other students to set aside the night following football games for attending the theatre, making the last show a school rally.

School publicized the first game of the season, on Sept. 18th, with 5,000 dodgers, devoting the back to the theatre, urging attendance after the game, with copy on the attraction and notice to the effect that the football team and the school en masse would be present. This cost the theatre absolutely nothing, and students and townspeople packed the house, the stadium literally emptying into the theatre. Brown brought the lights up for a short demonstration, then went into the regular program.

Further tie-up of Brown with the schools was in connection with "With Byrd at the South Pole." Two special matinees were packed with children, the first with nearly a thousand grade pupils at a dime each, the second with junior and high school pupils at the regular admission, thirty cents. School sessions were suspended for the special shows, and classes came in bodies under charge of teachers. Brown presented a framed photo of Byrd to each school attending.

SAFETY SLOGAN CONTEST CLICKS

"Safety Slogan" contest engineered by Manager Samuel Friedman of the Capitol Theatre, Pottsville, Pa., in conjunction with "Manslaughter," netted six front page stories in the Pottsville Journal, averaging ten inches each.

Mayor, public safety and police officials were judges in the contest, which tied-in a leading motor club in addition to the newspaper and theatre. First prize for a slogan was $5, given by the automobile club, with guest tickets, good for a special early showing of the picture, for runners-up.

AFTERNOON BRIDGE

Bridge parties every afternoon at the Polk, Lakeland, Fla., are proving very popular with the ladies. In order to increase the interest with which these parties are received, Manager R. M. Swanson has promoted beauty shop discount cards for all women attending the affairs.

KNOW YOUR ORGANIZATION!

These Publix personalities depend upon your effort, just as you depend upon theirs. To know and understand each other's personalities and problems will lighten the burdens of everyone, and make our tasks enjoyable. For this reason, PUBLIX OPINION is devoting an important part of its space to these brief biographical sketches.

JOSEPH A. WALSH
Executive Assistant to the General Director of Theatre Management.

Ten Years Of Experience Fit Walsh For Position

For ten years Joseph A. Walsh, Executive Assistant to David J. Chatkin, General Director of Theatre Management, has been associated with Paramount Publix in various capacities. Like most of the men who find themselves in the Publix limelight, Walsh stands revealed as one whose youthfulness belies a lifetime packed with constructive experience in this business.

His association with motion picture theatres goes back even farther than the date of his connection with Publix, for, prior to joining the ranks of this organization, he acquired useful experience as usher, doorman and treasurer of some of the old New York neighborhood theatres. His work with both Paramount and Publix widened his grasp of the business to a degree which more than explains his value as a liaison officer between Mr. Chatkin and the many executives who comprise the theatre management department.

One of those rare anomalies, a native New Yorker, Walsh attended Columbia University, where he specialized in business administration and accounting. It was the rapidly developing theatre business which had the greatest attraction for him. During the summer seasons, he jointly operated theatres in Upper New York State, one spot a short distance from the Paramount Theatre, Middletown, N. Y.

Theatre Owner

As manager of a theatre, Walsh also doubled in many other capacities about the house, adding to his accomplishments daily. During this period he became a capable projectionist.

A decade ago, like many others, Walsh became attracted to the production end of the business, and more particularly to Paramount, then as now the leader in the industry. Walsh became attracted to the business end of Production and Distribution, and more particularly to Paramount, then as now the leader of the industry. His original connection was under W. B. Cokell, who was Director in charge of Budgets and Statistics and who now is Assistant Treasurer of Paramount.

When Publix was organized, he was transferred to the theatre operating division of the organization, and was one of the men selected for training in the first Managers' Training School. Walsh is only one of the graduates of that first class, groomed by John F. Barry, now Director of Personnel, to justify by the quality of their accomplishments the wise choice which placed them in line for the valuable training they received.

At the conclusion of the management school's first class, Walsh was retained in the Home Office as assistant to Paul Raibourn, and in that capacity assisted in the development of the daily and weekly analytical report forms which are now in standard use in all Publix theatres.

Department Head

Following this assignment, he was appointed head of the department of Theatre Management Analysis, a duty which he discharged for two years, rendering invaluable service to every field and home office executive in placing reliable statistics at their disposal; to assist them in rendering important decisions. His broad familiarity with all branches of the business made this service all the more useful, and the same quality led to his recent appointment as Executive Assistant to Mr. Chatkin.

An interesting sidelight on Walsh, revealing his interest in and loyalty to Publix, is noted in the fact that when he renounced bachelorhood, about a year ago, his charming bride was Miss Frances Sadler of the Publix booking department.

FREE MARCELS BRING WOMEN IN CROWDS

Tie-up which can be utilized on any pitcure featuring a feminine star was developed by Joseph A. Cronin, manager of the Fields Corner Theatre, Dorchester, Mass. Stunt featured free finger or marcel waves to woman patrons for one week.

Cronin had Joan Crawford, star of "Our Blushing Brides," the next week's attraction, inviting women to get free waves, with a local beauty parlor standing all costs. Shop set up two barber chairs in an alcove of the theatre lobby, and decorated a booth with striped silks and black velvet. A flittered life-size cut-out of Joan Crawford and two one-sheet cards explained the free waves. Two attendants were dressed in white, with all paraphernalia of a beauty shop, including hair dryers, etc., on a black velvet topped table. Beauty parlor paid for everything, including the cut-out, signs, and time of a stagehand to set up the booth.

Stunt started off with two plants as subjects, but by the matinee of the second day Cronin found that many patrons were buying tickets just to get the waves. Theatre gave no screen credit, merely a line on the lobby cards, but the tie-up resulted in such a wave of publicity for the beauty parlor, in addition to the stimulation of the theatre's business, that two other beauty shop proprietors approached Cronin before the week was over, requesting similar tie-ups in the future.

JUVENILE CLUB IS CAMPAIGN ASSET

Juvenile patronage campaign of Manager Harry Brown of the Jamacia Theatre, Jamaica Plain, Mass., is concentrated on his Saturday morning Kiddie Club. Attendance at this show is being boosted by features designed to appeal to both girls and boys.

Current feature for girls is a "best dressed doll contest," with dolls on display in the lobby, and best dressed doll to be picked by vote of girl members of the club. Boys are entered in a toy airplane contest. All participate in distribution of gifts promoted from merchants.

Weekly events are publicized by Brown in a weekly throwaway, the "official bulletin" of the club, with copy designed for the kids, playing up a serial, shorts, etc.

ARZNER IN EAST

Dorothy Arzner, leading woman director, recently arrived in New York from the Coast. Miss Arzner, who directed "Anybody's Woman" and "Sarah and Son," will wield the megaphone for Claudette Colbert's next picture, to be produced at the Long Island studios.

LIVE BILLBOARD PROMOTED IN HAMMOND

Living billboards aren't new, but free ones are worthy of comment, especially when they result in newspaper stories and pictures, crowds packing the street before the theatre, and packed houses for two nights.

Promoting lumber for a marquee platform backed by a 24-sheet board, Manager S. S. Holland of the Paramount, Hammond, Ind., had heads of Milton Sills and Dorothy Mackail painted at each end of the board. Lumber was returned to the dealer, making the board's only cost the price of labor.

Girls were procured through a contest for selection of a "Miss Paramount." Fifteen girls turned out, for prizes of a diamond ring, fitted overnight bag, and box of candy, all promoted, as were the bathing suits in which the contestants appeared. House artist made enough 4 ft. flitter letters to spell "MAN TROUBLE TONITE AT MIDNITE. CHOOSE ONE OF US AS MISS PARAMOUNT." Girls paraded out four times, until the entire message had been spelled, and continued for one-half hour. "At Midnite" was taken out for the two successive nights, during the picture's engagement, when the girls also appeared on the stage, to be judged by audience applause. Their friends, naturally, packed the house to insure that applause.

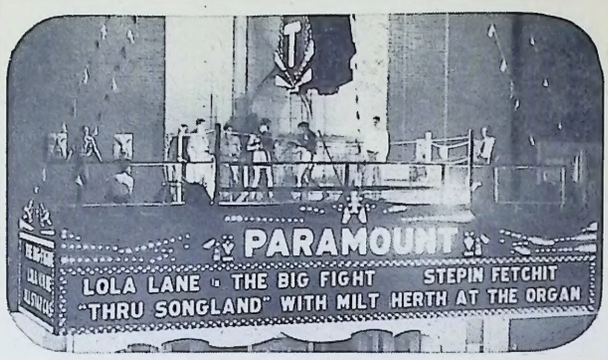
Before the platform was torn down, Holland used it for boxing exhibitions in connection with his next picture, "The Big Fight." Picture on this appears on this page.

MIDWEST CHANGES

Strand Theatre, Marshalltown, Iowa, closed on Sept. 28th for an indefinite period. Spencer, Rock Island, Ill., opened on the same date.

"THE BIG FIGHT"!

Using a platform which had served as part of a living billboard for three nights previously, Manager S. S. Holland of the Paramount, Hammond, Ind., staged this boxing exhibition on two successive nights as ballyhoo for "The Big Fight." Participants were the Chicago and Gary champions in the Chicago Tribune's amateur "Golden Gloves" tournament, and did their stuff in three three-minute rounds at no cost to Hammond, receiving wrist watches donated by a local jeweler. Hammond publicized the exhibition and picture in usual ads, jeweler's co-op ads, dodgers in mill and factory sections, and an overprinted edition of a local paper. 2000 copies of the latter were purchased for one cent each, given to newsboys and sold at the usual price of two cents, to good results.



'DAWN PATROL' ACTIVITY

Guest tickets to children securing greatest number of subscriptions for local paper, was basis for considerable free space on "Dawn Patrol" at the Strand, Shreveport, La. Manager A. P. Parkes also obtained prominent window for airplane display and use of trucks for parade through town.

GOOD FASHION SHOW

Fashion show put on with co-operation of seven merchants at the Paramount Theatre, Provo, Utah, resulted in business which was $300 above average, in return for an expenditure of $30. Audiences liked it.

Kiddie Club Is Aid to A. M. Business

"Kid Club" of the Tower Theatre, Chicago, is rapidly gaining in popularity and is materially increasing Saturday matinee business, states District Manager L. H. Dally. Programs for the "meetings" of the club are worked out by Manager Marlow Conner and Assistant Manager Jack Norris, and have been exceedingly entertaining. That of September 13th is outlined as representative of the standard maintained.

Show began at 1.30 P. M. with an N. A. T. reel, followed by an Oswald Cartoon. Then lights were brought up, and kids welcomed by Conner, who outlined future activities. Program went on with Norris acting as m. c., with talent drawn from the club.

After two vocal solos and a violin duet, Conner himself went on as headliner. An accomplished artist, Conner gave a chalk-talk, high spots of which were an Indian head which he drew from an exclamation point, and the transformation of a "drug store cowboy" into a western cowboy—plug for the next week's picture, "Way Out West." Organ music accompanied the talk, which Conner wound up by offering prizes and an opportunity for children making the best drawings from a question mark to appear at future meetings, on the stage.

Balloon blowing contest, for prizes donated by neighborhood merchants, followed by community singing, preceded the showing of the feature. As children left the theatre, each was given a bag of candy, also promoted.

Antiquated Fords Aid In Advertising Shows

The old dilapidated Ford is being used as an effective ballyhoo in Publix Theatres. 'Good News' was exploited at the Olympia, Miami, Fla., by the aid of a wise-cracking lettered Ford placed in front of the theatre by Assistant Manager Francis Falkenburg. A triangular shaped banner was suspended from the marquee to the car and contained copy on picture, etc.

At the Isis, Pensacola, Fla., Manager Elmer Hecht also utilized the antiquated Ford for effective ballyhoo on 'Sunny Skies.' This time, the car was driven through the town, an umbrella carrying selling copy.

MARATHONERS PROVIDE ACT, BALLYHOO

Marathon dance contest at the Pershing Ballroom, Chicago, across the street from the Tivoli Theatre, has been going on for months. When the ballroom offered its two star couples for personal appearances, a splendid free act and street ballyhoo for the theatre resulted.

Couples were young and attractive, well-known on the south side, and talented singers and dancers as well. At every show, they danced out of the ballroom, down to the busy corner of 63rd and Cottage Grove, then up on the theatre side of the street to the stage door. Accompanying them were five colored boys, singers and instrumentalists from the ballroom, providing music and adding noise for the street ballyhoo. Two boys carried signs, "Pershing Marathoners on their way to visit Frankie Masters at the Tivoli."

Dancers stopped every show, value of their act enhanced by Masters' co-operation.

Newspaper stories and pictures added to the value of the stunt. In the ballroom broadcasts over two stations during the day and evening, Tivoli program was plugged regularly.

Manager of the Tivoli is George Brandt.

TIE-UP UTILIZES UNUSED ORGAN FOR RADIO

Capitalizing on a suggestion made by Mr. D. J. Chatkin in Publix Opinion of January 31st, 1930, Manager C. J. Coudy of the Paramount, Idaho Falls, made a most advantageous tie-up with his local radio station by offering his unused organ as a program possibility.

Mr. Chatkin advised managers to seek out radio stations, offering them the privilege of using silent organs for broadcasting, with the idea of eliminating mounting maintenance costs and possibly getting a return on the theatre's investment in the organ through the advertising value of such broadcasts.

Tie-up arranged by Coudy on this basis has the station bearing all expenses, including organ maintenance, and the theatre receiving a daily series of announcements and program plugs, all at no cost. Station ran a remote control wire to the theatre, engaged an organist, and is broadcasting for one hour, six mornings each week. All announcements specify, naturally, that the broadcast originates in the Paramount Theatre, and music from forthcoming and current pictures is favored in making up programs.

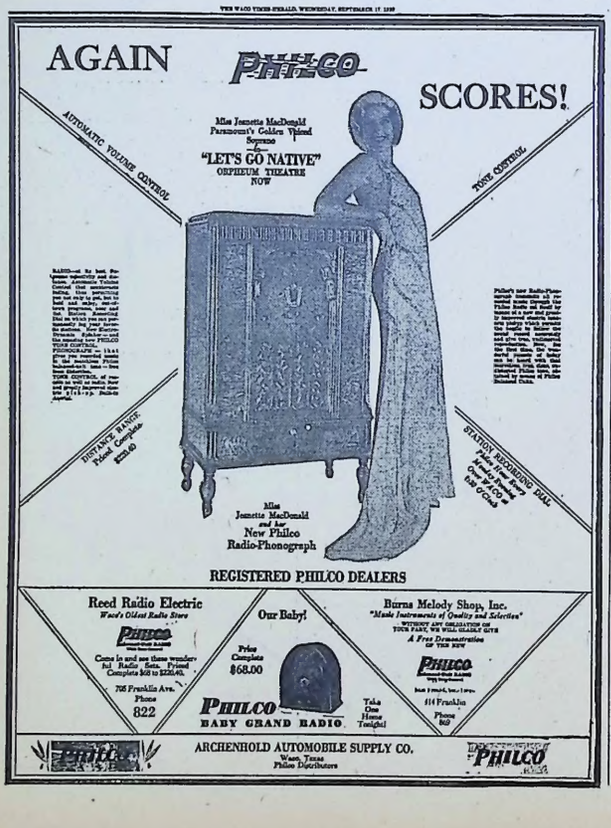
AN INTELLIGENT CO-OP AD!

This fifty-inch ad on "Let Us Be Gay" didn't cost the Ellanay Theatre, El Paso, a cent—and Manager Carlos Frias wrote the ad. The tie-up with the newspaper is explained and fully contained in the small box at the bottom of the layout. Frias reserved commanding position for the theatre's portion of the ad, yet sacrificed nothing of the effectiveness of the tie-up from the newspaper's standpoint. The tie-up is used on each successive picture, with keys pertinent to each scattered in the classified section. Frias obtained similar space on "Manslaughter" and "The Big House." The word FREE appears in none of the ads; they're "guest tickets!"

The Stunning Star of "The Divorcee" Creates Another fascinating Role!
NORMA SHEARER . . stunningly beautiful . . . as the divorced wife playing at love with her wayward, penitent ex-husband! Vamping him on a high society house party! Just for the fun of throwing him over again! A fascinating role for fascinating Norma . . . aided by the joyous antics of that incomparable comedienne, Marie Dressler!
NORMA SHEARER
More Beautiful Than Ever in a Metro All Talking Drama
"LET US BE GAY"
— with —
Rod La Rocque — Marie Dressler — Raymond Hackett
Based on the Brilliant Broadway Stage Success By Rachel Crothers
ONE WEEK STARTING TODAY
ELLANAY
Home of Paramount Pictures
Come! Be Our Special Guest!
Scattered throughout our classified pages you will find the five different methods used by Norma to vamp her ex-husband in "LET US BE GAY." To the first 25 correct answers the Norma Shearer Editor of the Times or Herald will mail you a guest ticket to see and enjoy this Talking masterpiece!

COPPING THE AD

In the reproduction below, note the eye-arresting effect of Jeannete MacDonald's figure, which calls attention to the attraction playing at the Orpheum, Waco, Texas. Manager Maurice Rosenfield promoted this full page ad from Philco's local dealer.



UTAH FASHION SHOW GETS RESULTS

Sam Levin, manager of the Paramount theatre in Provo, Utah, spent only $30 to stage a fall fashion review at his theatre. This took him only $12 over his budget, since he was able to cut down his current regular space materially. The show brought him several hundred dollars in increased business, in addition to the liberal newspaper space shown below in tear sheets from the Provo Herald. The fashion show was presented on only two nights, but Levin believes that time, effort and cash expended were justified by the results.

Annual Fall Fashion Review Takes Place At Paramount Theater On Friday And Saturday Evenings
FOOTWEAR IS CONSIDERED
Accessories Accent The Fall Feeling In Many Chic Ways
This Year's Fashions Return "Dress Up" Period Styles In Coats, Dresses, Suits
The Hair Dress
KIVA HOFFMAN
PARAMOUNT THEATRE
THE NEW FALL SEASON IS HERE
BUTLER'S
A Fall Fashion Review
on the stage at the Paramount
PARAMOUNT
Friday & Saturday
Shipwrecked Without Chaperones!
LET'S GO NATIVE
with JACK OAKIE
SPECIAL ADDED FEATURES
FALL FASHION REVIEW
Kiva Hoffman and His Models
Paramount Fall Fashion Review Slated This Week
Fall Fashions Review Will Be Offered
DRASTIC MOVE IN ARGENTINA
BUTLER'S
Present
A Fall Fashion Review
At the
Paramount
COSMETICIAN TO SHOW ART
Fall Fashion Review Here Tonight and Saturday
STYLE HAS NEW IMPORTANCE IN FALL COAT SILHOUETTE
BUTLER'S
FALL FASHION REVIEW
On The Paramount Stage
Tonight and Saturday 9 P.M.
SHOP EARLY SATURDAY—STORE CLOSES 6 P. M.
Paramount
Today & Saturday
"Let's Go Native"
JACK OAKIE
FALL FASHION REVIEW
Kiva Hoffman and the Models
COMING SUNDAY
THE FOUR MARX BROTHERS
in "ANIMAL CRACKERS"

CULTIVATION OF TRADING AREA EMPHASIZED

The showman thinks of his theatre as the center of a trade area rather than as merely a house located in a certain town, points out Division Director J. A. Koerpel in a letter to managers in his division.

"Always bear in mind the fact that you are merchandising," Koerpel stated, "and that in merchandising your coverage must be complete. After you are well grounded and firmly understand what your radius of activity really is, then you should aim your sales message in such a manner that it not only reaches everyone you want it to reach, but carries the thought you want them to hold.

"You can do no better than to constantly think in terms of your 'draw,' and constantly work toward increasing and developing your coverage of your drawing area.

"I am of the opinion that no phase of our business is entitled to one-half of the attention to which selling and coverage are entitled. The successful showman is the fellow who thinks up the original things which will not only attract people for the moment, but will bring them to the theatre repeatedly, and once they come to the theatre, make them glad they came. Of all the merchandising that is done in all fields, no merchant or salesman can begin to compare with the successful showman. For that reason it is my belief that a good showman can go into any line of business and make a success of it, if it has to do with selling.

"We must keep alive to all opportunities and possibilities," Koerpel concluded, "and increase our spread whenever possible. Always review to yourself each week, when planning your campaigns for the next two weeks, whether or not your surrounding area has been properly covered."

THEATRE SUBLET

Palace Theatre, Muscogee, Oklahoma, has been sublet by Publix, effective October 9th.

CLUB REGRETS MANAGER'S SHIFT

Transfer of T. H. Stevens, formerly manager of the State, Chicago, to the Belpark, in another neighborhood, elicited a letter of regret from the Madison Street Community Association, composed of leading business men.

"We have been selected by the Club," the committee said in part, "to write you a letter of appreciation for all the wonderful things you did for the Club while you were the Manager of the State Theatre.

"It was to you that the Club was indebted for many of the big projects that it sponsored, and to your tireless energy that they were brought to a successful conclusion."

Recent luncheon of the club, of which Stevens was vice-president, was designated "T. H. Stevens Day."

CONROY IN SCREEN ROLE

One of the principal roles in "The Royal Family," now in rehearsal at Paramount's Long Island studio, has been given to Frank Conroy, late of the Theatre Guild and star of many Broadway hits.

FOR PATRONS

More than 10 tons of ice-cream have been served to patrons of Publix theatres during the summer just passed, as a means of promoting good-will. How are you going to tickle the palates of patrons during the cold winter days and nights? Start contacting local tea or coffee firms, etc., now for free refreshments.

VAUDE ACT NETS PUBLICITY COUP

Playing an act composed of six vaudeville old-timers, Manager Morris Simms of the Olympia, New Bedford, Mass., landed a four-column cut and accompanying story in the New Bedford Times by photographing them with a veteran New Bedford theatre owner and manager.

Latter reminisced for the reporters about the dates and occasions on which the members of the act had formerly played New Bedford, tying them in with local history.

'Prosperity' Contest Procures Free Space

An essay contest for school children, with better business as the subject, was the feature in a campaign planned by Manager Ray N. Peterson for 'Shooting Straight,' when it played at the Strand, Gulfport, Miss. First prize, a wrist watch, was donated by local jeweler. Considerable space in the local papers resulted from this contest. Not a bad idea to use during Paramount Publix Prosperity Week, October 5-11.

CHEVALIER'S AID

Maurice Chevalier's generosity manifested itself recently when he declared to Paris friends that he would found a home for aged actors. Within the next five years, the debonair Frenchman will donate half a million dollars to this project.

WEINS PROMOTED

Walter P. Weins, former film salesman, has been promoted to Sales Manager of the Chicago Exchange by Branch Manager J. O. Kent.

GETS CO-OP AD

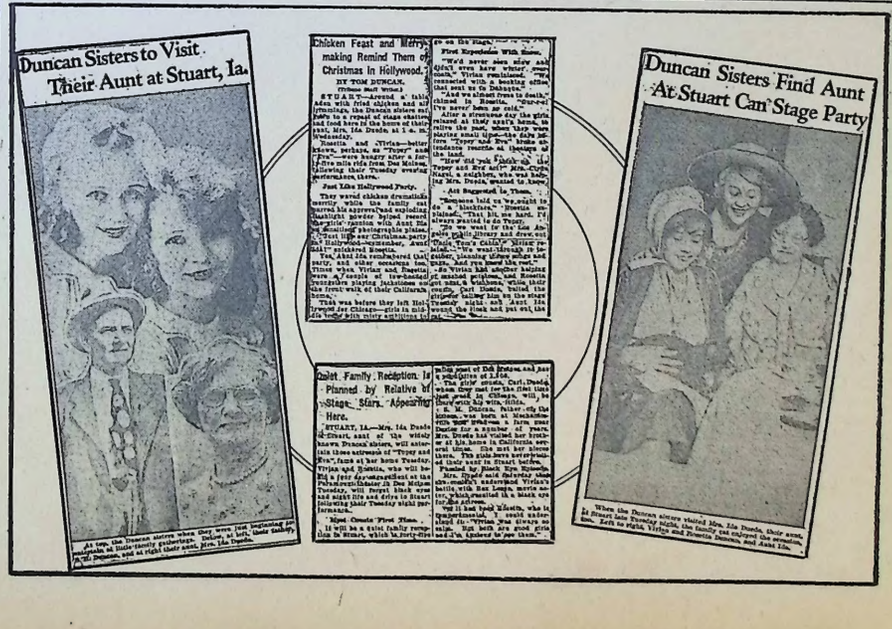
Tie-up effected by Manager J. A. Jones of the Saenger, Pensacola, Fla., with the circulation department of the Pensacola Journal, netted a two-column full page co-op ad.

SCOUT CUP

Best all-round athlete and camper attending the annual camp of the Waycross, Ga., Railroad Y. M. C. A. Boy Scouts received a silver loving cup donated by the Lyric Theatre. I. L. Shields manages the Lyric.

LOCAL ANGLE SELLS DUNCANS

Free newspaper space totalling 160 inches was netted by Irving Grossman on the personal appearance of the Duncan Sisters at the Paramount theatre in Des Moines. He discovered that the girls had an aunt living at Stuart, Iowa, and arranged a midnight country home dinner for them there. Below is reproduced a portion of the newspaper pictures and stories devoted to the stunt. A local angle on any attraction will always produce results, if intelligently developed.


Duncan Sisters to Visit Their Aunt at Stuart, Ia.
Chicken Feast and Merry-making Remind Them of Christmas in Hollywood.
Duncan Sisters Find Aunt At Stuart Can Stage Party

YOU HAVE THE MERCHANDISE *SELL IT!*

Publix Opinion

The Official Voice of Publix

YOU HAVE THE MERCHANDISE *SELL IT!*

Vol. III — Publix Theatres Corporation, Paramount Building, New York, Week of October 3rd, 1930 — No. 56

"I want to add emphasis to the requests made by a number of department heads, that cost figures, whether they pertain to the remodelling of a theatre, the construction of a new theatre, or an attraction, be kept out of all publications. Not only do such figures mean nothing at the box office, but they have caused inequitable and inflated tax assessments."

—SAM KATZ, President, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, *President*

A. M. BOTSFORD, *Dr. Advertising* — BENJ. H. SERKOWICH, *Editor*

Contents Strictly Confidential

COMMON SENSE TIE-UPS!

It has often been said that to err from over-zealousness is not a great fault. However, when the error is characterized by a total absence of common sense—a quality, more than any other, demanded of a Publix showman—then the fault becomes somewhat more grave. Errors of this nature are particularly encountered in advertising tie-ups.

The most recent example of this kind of tie-up is furnished by the straw hat stunt whereby on September 15, a straw hat is accepted from men instead of a ticket. One theatre, playing the strongest box-office picture Paramount has released this year, reports on this tie-up that "the stunt was put over at no cost to the theatre other than 300 free admissions." Another theatre, on an equally strong picture, submits a tearsheet from the local newspaper showing a stack of straw hats—each one representing one free admission—which rears up like a mountain. Not only did the caption underneath the picture fail to mention the attraction, but the full page merchant tie-up ad was dominated by the free ticket idea—a practice expressly forbidden by the Home Office.

Of course, the stunts netted some newspaper publicity and merchant tie-up ads. The question is, was this publicity proportionate in ticket-selling results to the great loss in free admissions and in prestige to the theatre by dominantly advertising free tickets? Obviously, a tie-up of this nature is not dictated by common sense.

Aside from tie-ups which are unprofitable financially, a number of tie-ups are staged which common sense would ban from any theatre, not to speak of a Publix house. Reference has already been made editorially to the rat tie-up wherein one rat tail was good for admission in connection with a city wide campaign to stamp out the rodents. Another theatre reports a tin can matinee wherein 20,000 old tin cans were turned in by children and apparently deposited in the theatre's lobby. In other words, utterly disregarding the millions of dollars spent in selling the public the idea that a Publix theatre is the ultimate in luxury, beauty, artistry and comfort, these romantic palaces of entertainment were calmly being turned into garbage pails for dead rat tails and rusty tin-cans! Still another thoughtless showman on a Mothers' Day tie-up presented each mother that entered his theatre with a flower to which an attached card read: "Courtesy of Blank & Blank, Undertakers!"

It is true that gathering all these ill advised tie-ups together might accentuate their importance. As a matter of fact, they happen only once in a great while and have been assembled from Publix Opinion's back files of "Errors" extending over several years. However, the mere fact that they have happened indicate that they can happen again if one is not constantly on guard. The best way to stop them is to carefully square every proposed tie-up by that one, unfailing standard—Common Sense.

A TIP IN TIME!

Among the duties of a theatre manager who fulfills all expectations, is included an arrangement whereby any proposed legislation of local, county, or state import, comes to his immediate attention. This is so that he can pass the information on to the home office for consideration by the legal department.

According to "Variety," the owners of 400 theatres in Chicago discovered recently that a city ordinance, quietly slipped through, provides for complete re-seating and re-arrangement of all seats in any theatre. Had the proper representation been made to the lawmakers, more equitable arrangements could have been made.

In almost every case, public officials are on the pass-list of theatres so that they may learn as easily as possible of the endeavors of Publix showmen to serve the public lawfully and properly. It is not too much for those officials to return the courtesy by apprising the theatre manager of any legislation being planned that might prove inequitable to the theatre. Most Publix showmen already have contacts that guarantee such forewarning. Those who have not already done so, should profit by news of the Chicago situation.

ASSIGNMENTS

Harry Hardy, formery District Manager in Tennessee, has asumed the management of the Paramount Theatre, Salt Lake City, as well as the duties of city manager. He replaces Carl Porter, who is no longer connected with the organization.

G. D. Bickford, formerly assistant manager of the Fort Theatre, Rock Island, Ill., has assumed the management of the Garden Theatre, Davenport, Iowa.

E. J. Bresendine, formerly publicity director of the Eastman, Rochester, has been appointed manager of the Princess, Toledo.

Irving Cohen, formerly manager of the Capitol, Grand Island, Nebr., has been appointed manager of the Fremont and Empress Theatres, Fremont, succeeding W. H. Bergman, resigned.

J. Hesse, student manager at the Strand Theatre, Holyoke, Mass., has been appointed manager of the York Theatre, Athol, which opened as a Publix operation on September 12th. Hesse will also manage the Capitol, Athol, which will operate on Saturdays and Sundays only.

Leo Flannagan, formerly manager of the Elm Theatre, Chicopee, Mass., has been transferred to the Plaza, Northampton, succeeding Fred Belmont, resigned. Louis Levine, formerly manager of the Capitol, Athol, will replace Flannagan in Chicopee.

Lawrence Lasky, of the last Managers' School, has been appointed manager of the Strand Theatre, Holyoke, Mass., succeeding Joseph Raymond.

Carlos Frias, formerly manager of the Ellanay Theatre, El Paso, Texas, has been appointed manager of the new Plaza, El Paso, which opened September 12th.

C. W. Stewart, formerly manager of the Rialto, San Antonio, which is no longer a Publix operation, has assumed management of the Majestic Theatre, Abilene.

NEW YORK PROGRAM PLOTS!

Week Beginning Oct. 3rd

New York Paramount

1. Prelude
2. Paramount News and Trailer on "Heads Up" ..... (8)
3. Organ Concert—Crawford... (5)
4. Publix Unit ..... (30)
5. "A Lady Surrenders"—Universal ..... (95)
6. Trailers ..... (2)

140 minutes

Brooklyn Paramount

1. Prelude
2. Paramount News and Trailer on "Heads Up" ..... (10)
3. Organ Concert—Earl & Elsie (5)
4. Publix Unit—Rudy Vallee... (40)
5. "Monte Carlo"—Paramount.. (90)
6. Trailers ..... (2)

147 minutes

Rivoli (1st)

1. Paramount News ..... (9)
2. "Red, Green and Yellow"—Paramount ..... (10)
3. "Swing You Sinners"—Paramount ..... (8)
4. "Whoopee"—United Artists.. (93)
5. Trailers ..... (2)

122 minutes

Rialto

1. Paramount News ..... (10)
2. "You're in the Army Now"—Paramount ..... (
3. "Grand Uproar"—Paramount (6)
4. "What A Widow"—United Artists ..... (88)
5. Trailers ..... (2)

125 minutes

FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Character	Make	Footage	Running Time
	Doorway To Hell—8 reels (AT)		Warners	6969	77 min.
	Men of the North—7 reels (AT)		MGM	5445	61 min.
	Madam Satan—13 reels (AT)		MGM	10350	115 min.
	Rogue of the Rio Grande—7 reels (AT)		Educational	4848	54 min.
	Lilliom—11 reels (AT).....		Fox	8275	92 min.
	Shadow Ranch—7 reels (AT)		Columbia	5528	61 min.
	Half Shot at Sunrise—10 reels (AT)		RKO	7090	79 min.
	Atlantic—10 reels (AT).....		British Int.	7900	88 min.
	Yellow Mask—9 reels (AT).... (AT)—All Talking		British Int.	8277	92 min.

LENGTH OF TALKING SHORTS

PARAMOUNT

News No. 17	840	9 min.

EDUCATIONAL

Don't Bite The Dentist (Sennett Comedy)....	1913	21 min.

COLUMBIA

Jewel of Asia (Traveling Reporter).....	935	10 min.
Hot And Bothered	978	11 min.

LENGTH OF SYNCHRONOUS SHORTS

PARAMOUNT

Grand Uproar (Talkartoon)	560	6 min.

RKO

Toby The Miner (Cartoon)	560	6 min.

ALFRED WEISS

Down In Jungle Town (Inkwell Studios).....	611	7 min.

BANNERED CARS

An effective idea in getting a selling message across to the residents of Mobile, Ala., was used by Manager Harry Marchand in advertising "Animal Crackers," playing at the Saenger Theatre. Eight laundry trucks, appropriately bannered, played up the picture, theatre and playdate.

TEACHERS' CONVENTION

With a convention of Utah school teachers scheduled for three days in October in Salt Lake City, efforts of Division Publicity Director Fred E. Hamln and local managers are being bent toward steering the teachers to Publix theatres during periods open for amusement. Campaign will center in hotels.

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